

No. 285 March 1989  
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# MAD

IND



DRUCKER

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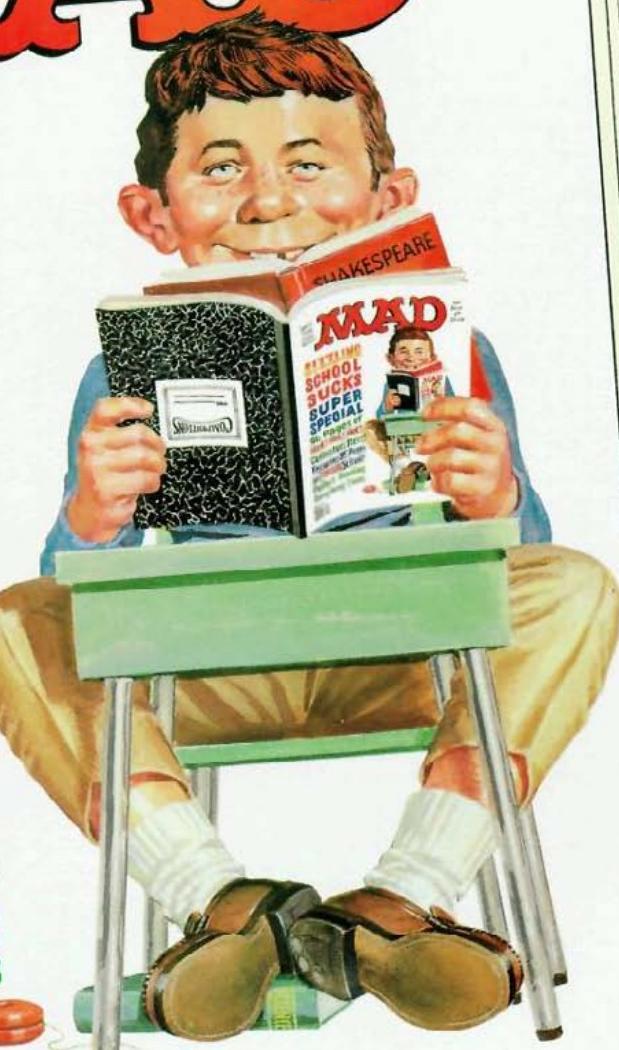
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# MAD

"Nowadays, the only time a politician is telling the truth is when he calls another politician a liar!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MURT DRUCKER

BACK COVER PHOTOGRAPHER: IRVING SCHILD

BACK COVER ARTIST: BOB CLARKE

BACK COVER WRITERS: CHARLIE KADAU and JOE RAIOLA

## VITAL FEATURES

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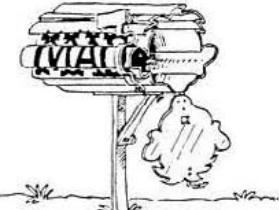
MORT DRUCKER'S  
"MAD SHOWSTOPPERS"

DICK DEBARTOLO'S  
"HERE'S MAD IN YOUR EYE"

"THE COMPLETELY MAD  
DON MARTIN"

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## LETTERS AND TOMATOES DEPT.



### "OPRAH AND PHIL"

Am I the only person to notice that Frank Jacobs' "The Battle of Oprah and Phil" (MAD #282) scans to the meter of the classic anonymous verse "Abdul A-Bul-Bul-A-mir"?

Brian Schoonmaker  
Webster, TX

We've been having trouble with Jacobs lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Thanks for writing! —Ed.

### CRAZY ABOUT MAD

Because I am a paranoid schizophrenic, it seems to me that most of your articles are all about me!

Karen Crouch  
Kerrville, TX

We don't think you're a paranoid schizophrenic, Karen. Actually, all of our articles are about you! Just check this panel from "The Lighter Side" in MAD #281! —Ed.

Mr. Kaputnik, I'm afraid you're a paranoid schizophrenic, just like Karen Crouch of Kerrville, Texas!



### "MAD'S NASTY FILE"

Tom Koch is indeed a clever writer, but I think he missed it in the Letterman part of "The MAD Nasty File." If memory serves me, John Dillinger came from Mooresville, Indiana, and not Indianapolis as listed.

Bob Van Nuys  
Stevens Point, WI

Tom Koch replies:

Thanks for your observation on John Dillinger's home town. I admire your courage because not only are (a) David Letterman and (b) John Dillinger from Indianapolis, but (c) I am also from Indianapolis. I clearly recall how my mother refused to let me play outdoors until Dillinger was apprehended because she was sure he would come speeding down our street and kidnap me. Why a professional bank robber would want to nab a 4-year-old kid from a poor family, I have no idea.

You are 100% correct that Dillinger was born in Mooresville; however, he moved to Indianapolis where he lived for the rest of his life, when he wasn't robbing banks or plotting to break out of the Crown Point Jail or being shot in front of the Biograph Theatre in Chicago.

In addition to spending most of his life in Indianapolis, he has spent all of his death there, being buried among such notables as Benjamin Harrison, James Whitcomb Riley and my grandparents in Crown Hill Cemetery. Best regards!

## SUBSCRIPTION LETTER OF THE MONTH

I'd like to speak about the benefits of giving gift subscriptions to MAD. Two years ago, I was struggling to come up with a Christmas gift item for three friends. I came across an advertisement in MAD suggesting gift subscriptions. This had to be it! I purchased three 24-issue subscriptions for them and, I'm pleased to say, it did the trick! They haven't spoken to me since April of 1986. Thanks!

Steve De Rose  
Chicago, IL

**Steve, you may be right, but have you considered that maybe the real reasons your friends aren't talking to you are: 1) you never pick up a check; 2) You always refer to yourself in the second person; 3) That thing on the back of your neck? Hmm? Have you thought about that, Stevie?? - Ed.**

## DRUG RUNNING?

Obviously Olympic Sprinter Ben Johnson isn't an avid reader of MAD, or he would have known better after reading the "drug testing" fold-in in MAD #282!

Mike Kepler  
Fort Wayne, IN

**You're right! Obviously Laurence Taylor, Dwight Gooden and Barbara Bush aren't MAD readers either! - Ed.**

## SMOKE SCREAMS

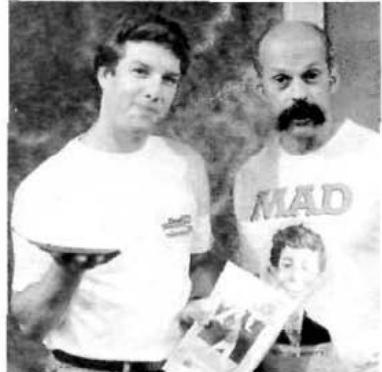
Since you've joined the anti-smoking bandwagon ("New Cigarette Warning Labels You May Have Missed" #280), you surely won't miss a smoker like me not buying MAD.

Mike Farina  
Stamford, CT

**Au contraire, Mikey! We will miss you! We'll miss your tobacco stained fingers rifling through our pages; your cornish yellow teeth smiling at our jibes; and your hysterical laughter which quickly turns to a persistent, hacking cough! Thanks for writing, and goodbye! - Ed.**



## SUMMERS SHOWS DEBARTOLO THE VALUE OF PIE



**When Mark Summers, host of the hit game show "Double Dare" read our satire "Double Damp" in MAD #282, he called writer of the spoof Dick DeBartolo and invited him over to congratulate him on a job well done! He didn't tell Dick that he had a "physical challenge" lined up for him as well!! As these photos show, Dick tries to find the flag hidden in a cream pie!**

## TRICK VS. TREAT

Halloween is the time when a little MADness overtakes us all. Consequently, my son Anthony was unleashed on the unsuspecting world as the Black Spy (homemade variety!).

W.J. Fawcett  
Vancouver, Canada



Disguise the limit

## MORON MAIL

My parents say that MAD is a total waste of money and that I should read something else. What can I do to convince them that MAD is educational reading and a sound investment?

Mark Guindie  
Beaumont, TX

**Convince them? Simple! Just remind your parents of this important MAD fact: Virtually every member of the MAD staff enlisted in the Indiana National Guard during the American invasion of Grenada! - Ed.**

## A MAD REMEMBRANCE

I was stationed in England with the U.S. Air Force from 1957 to 1960. I had a MAD subscription then as now. I was a lowly Airman 2nd class and my Captain was always busting me with such snide remarks as "MAD Magazine? What are you trying for, Officer's Candidate School?" What stopped it was one evening when the base Commander was seen reading MAD. My Captain never bothered me again!

Jim Finnerty  
Mt. Holly, NJ

## "INDEX" FINGERED

You made a critical error in "MAD's Index" (#282)! You said there were 104 chemical elements in the universe, but there are 105! Hahnium (atomic weight 262) was synthesized in a cyclotron in 1970 by Ghiorso!

Daniel E. Witte  
Cedar Hills, UT

Dan—get out more! — Ed.

**Please Address All Correspondence To:  
MAD, Dept. 285, 485 MADison Avenue  
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped spectroscope!

## STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)

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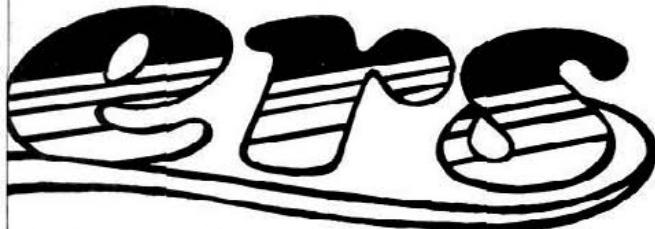
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William M. Gaines, Publisher.

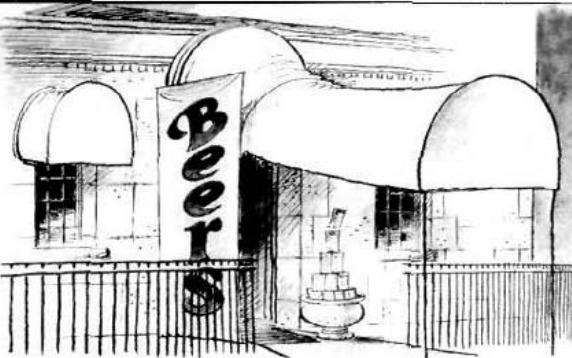
I'm Fresser Brain, Psychiatrist! They say that after seven years a marriage often has problems! It's called the Seven Year Itch! I'm here to see what happens to a TV sitcom after seven years! Is there an "itch" here, too? Well, if there is, you can be sure MAD will scratch it with a second round of...





ARTIST: MORT DRUCKER

WRITER: DEBBIE OVITZ



Okay...I admit it! I couldn't help it! It was a one-night stand! I was lonely, Cleph! You weren't there for me when I needed you, so I went looking for it on the outside!

Was he...? Was he any good, Numb?

Not like you! We talked about Bogart, mom's oatmeal, and "the all-time ugliest hockey goalies!"

Sounds like he was, well... at least satisfying!

Naw, he was too quick! The whole conversation was over in less than a minute!

Hey, guys, we still need an episode!

Wooden, give me some ice!

I resent this "ice maiden" reputation! I may seem harsh and business-like, but I can be turned on by certain situations!

Like what? A naked proxy fight??



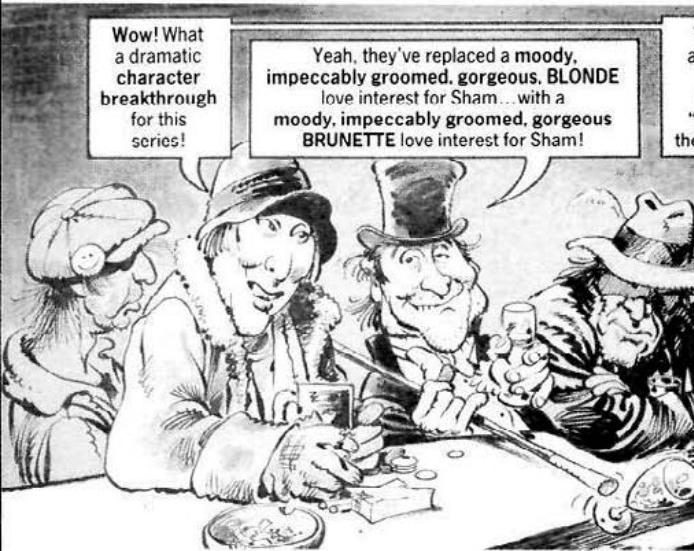
Wow! What a dramatic character breakthrough for this series!

Yeah, they've replaced a moody, impeccably groomed, gorgeous, BLONDE love interest for Sham...with a moody, impeccably groomed, gorgeous BRUNETTE love interest for Sham!

Yeah! Talk about going out on a limb and "stretching the envelope"!

I feel like Archie Andrews! First they gave me Betty, now I've got to deal with Veronica!

And don't forget old Jughead over here!



This job isn't easy for me! Not only do I have to manage this tavern, but I'm replacing a superstar waitress! It's not easy filling Dyan's shoes!

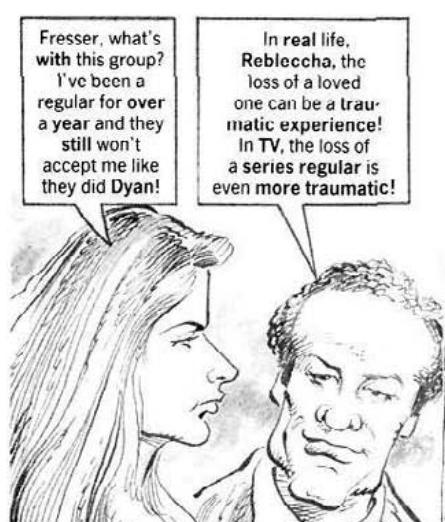
Hey, no problem! I can do that for you!

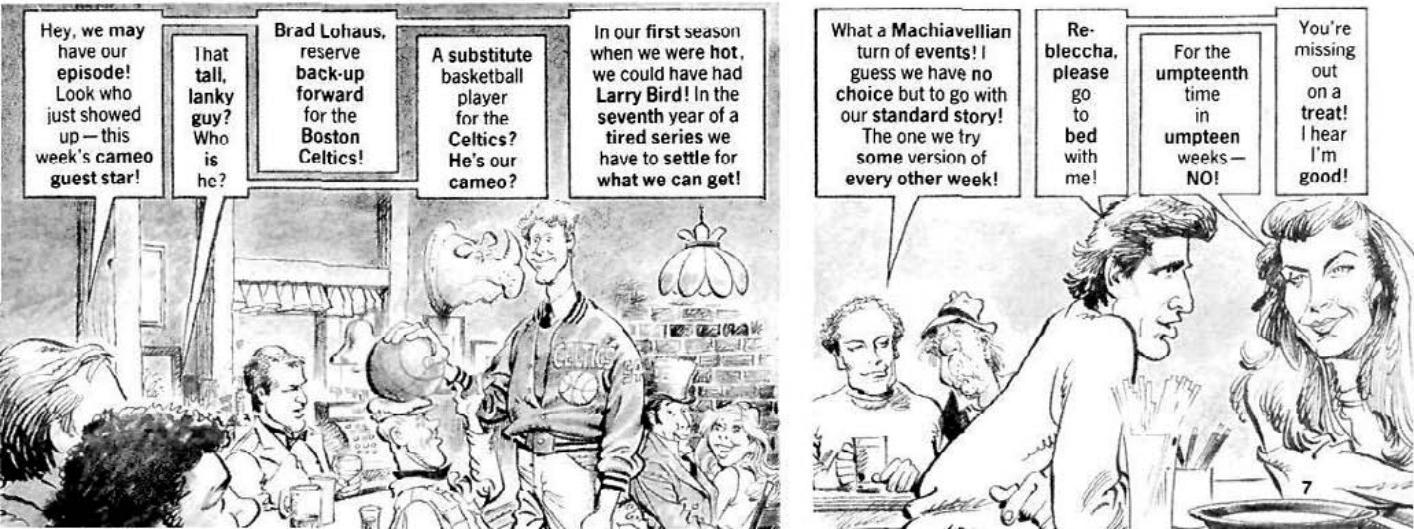
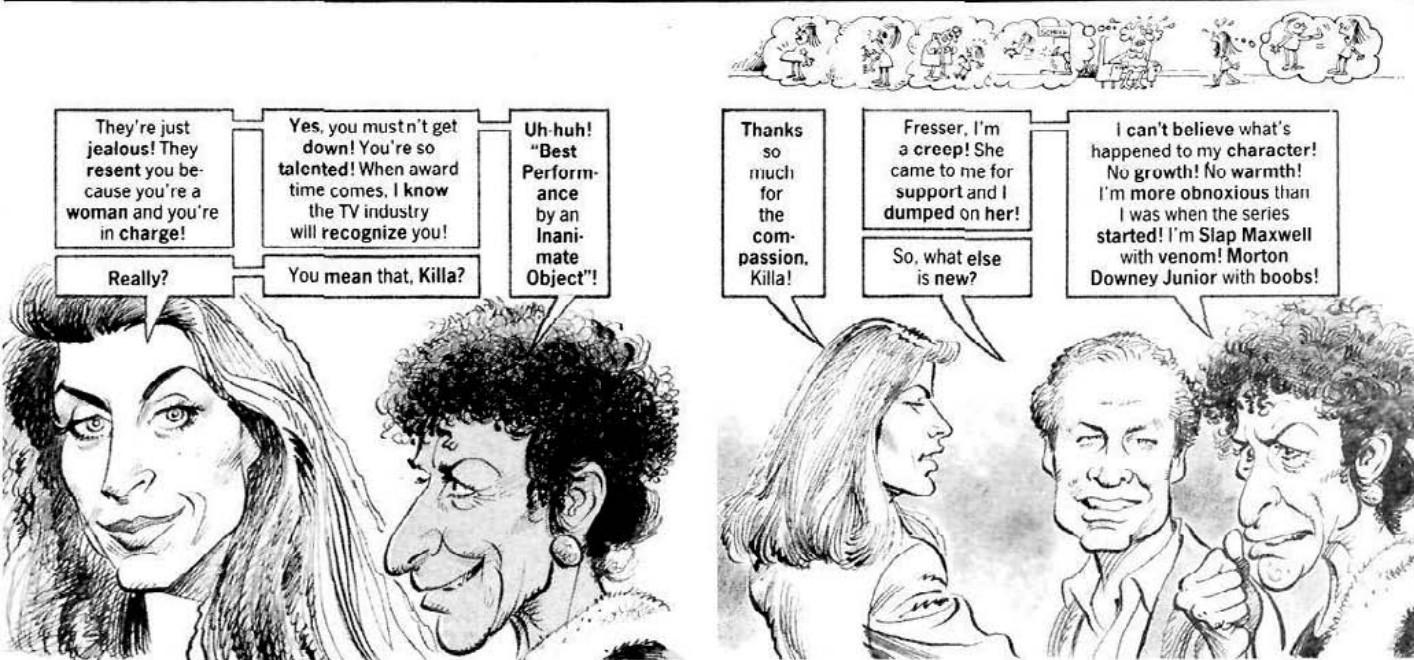
What the — ?! Quick! Somebody stop this man!

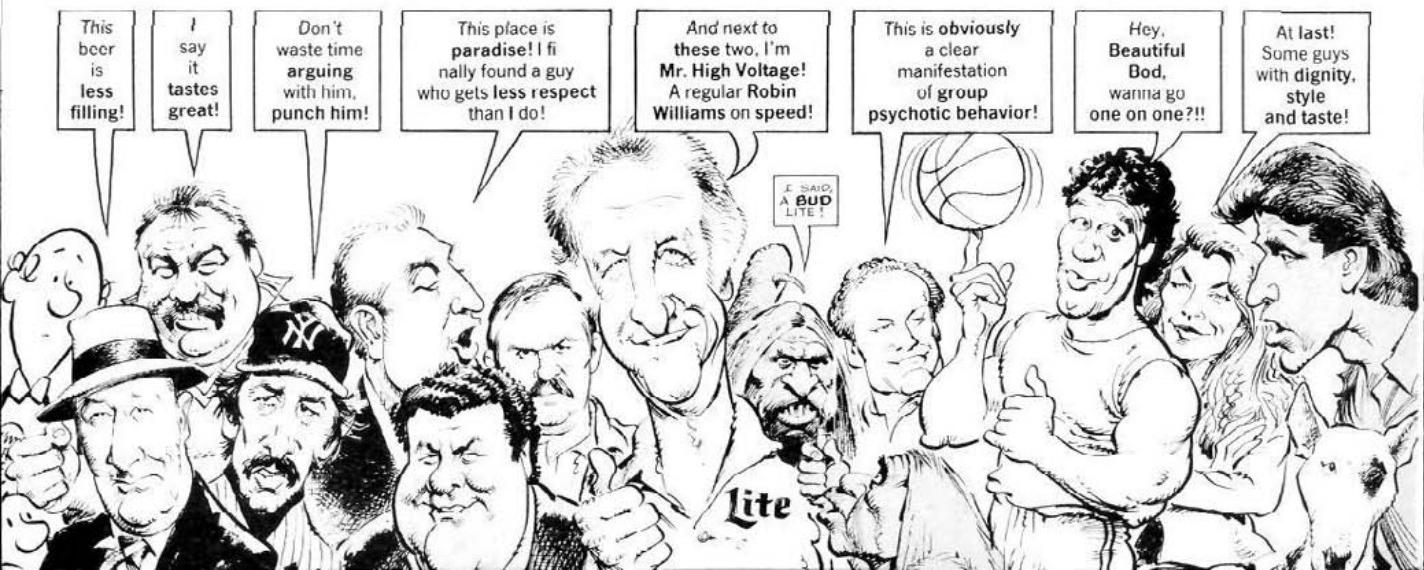
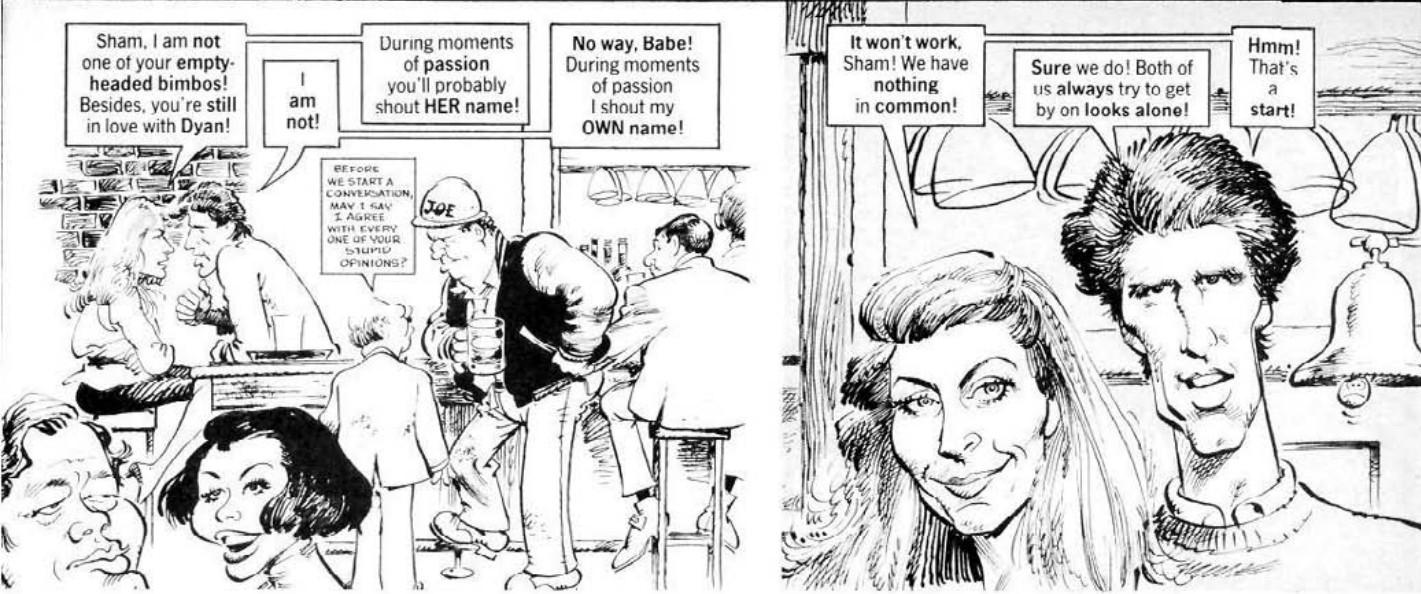
Another dramatic character breakthrough! They've replaced an OLD simpleton bartender with a YOUNG simpleton bartender!!

Fresser, what's with this group? I've been a regular for over a year and they still won't accept me like they did Dyan!

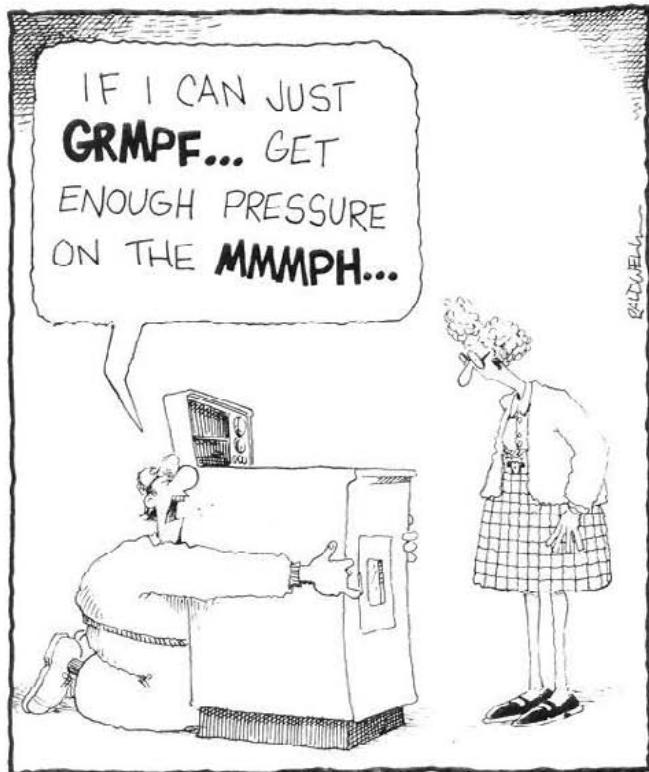
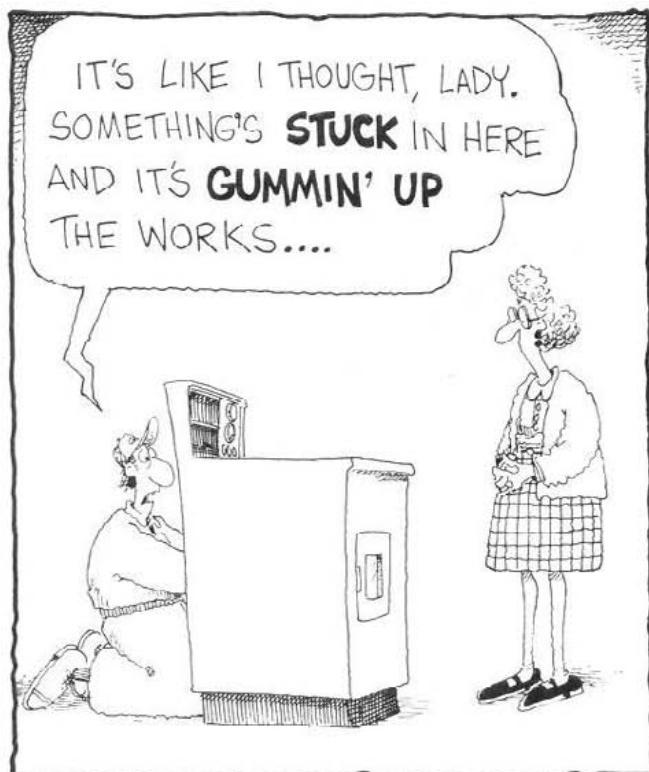
In real life, Rebleccha, the loss of a loved one can be a traumatic experience! In TV, the loss of a series regular is even more traumatic!







# DIRAMA ON PAGE 9



"Curiosity killed the cat."



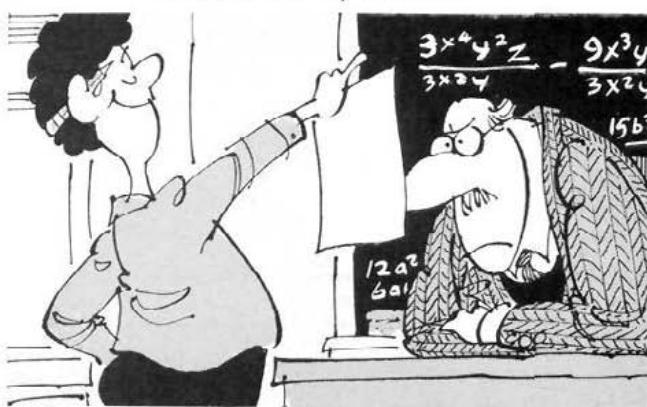
FALSE: A kid with a microwave oven killed the cat!

# MAD RE-EXAMINES MORE WISE OLD SAVINGS

ARTIST: PAUL COKER

WRITER: TOM KOCH

"13 is an unlucky number."



TRUE: Especially for those high school students who put it down on their algebra exam as the answer to the problem, "If  $X^2=25$ , then  $X=$ \_\_\_\_\_."

"The shortest route to a man's heart is through his stomach."



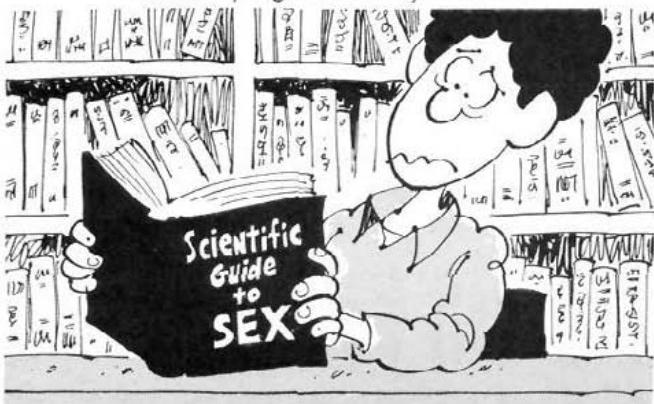
FALSE: As a heart surgeon will verify, the shortest route is a very quick, clean slice through the rib cage. But almost no one wants to think about that!

"An apple a day keeps the doctor away."



TRUE: But only if your speed and control are good enough to hit him right between the eyes with it!

"You can't judge a book by its cover."



FALSE: You frequently can judge a book by its cover, which is exactly why "The Wit and Wisdom of George M. Steinbrenner" sold only 23 copies!

"A fool and his money are soon parted."



FALSE: Do Sean Penn, John McEnroe, Rupert Murdoch and Bill Gaines look poor to you?

"If rain starts before 7, it'll end before 11."



TRUE: It will, but not necessarily on the same day!

"A barking dog never bites."



TRUE: At least not at the same time he's barking. There's something about having his mouth entirely filled with your leg that seems to muffle his voice!

"A coward dies a thousand deaths; a hero dies but once."



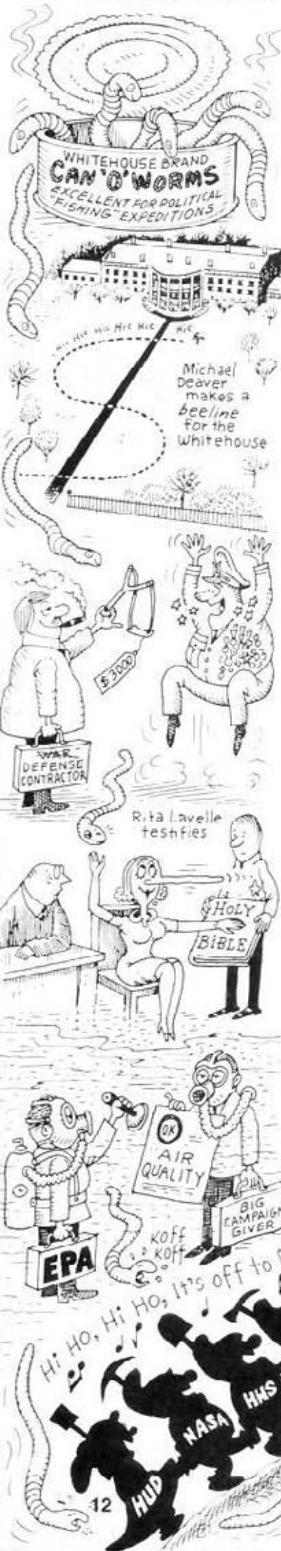
TRUE: But that's only because cowards have about 90 years to work on it, while most featherbrained heroes get themselves knocked off before they're 25!

Hey, yung! Think you're politically hip and clever? Here's a fun way to test your skill and knowledge! In the last eight years, more than 100 Reagan Admin-

istration officials have been tainted by scandal of one kind or another. Everybody knows that! Below are 39 of the most infamous of these fun-loving offi-

# MAD'S FIND-THE-HIDDEN-SCOU

ARTIST: AL JAFFEE



R E G I Z F O N M C F A R L A N E V  
 E H I L L I B H E S E L Y A U Q E O  
 T T O N Z S R E E D B L M N O P S S  
 N B C I J K M Y S R E E D R O C E S  
 U A F M A E A R E I N N L Y D S P R  
 H E L M S H U G E L O A V E E O L U  
 D T H O M P S O N J O P N M S Z F O  
 O C R O O K G L I F F R I D A O S O  
 T A P O R E D E O R H C S E E Z E R  
 C M L O N R E A G A N M O A L Z N E  
 A P S H O H S U B R D O E V S E I T  
 S B L A V E L L E Q U P T E Q S A X  
 E E E B I R B L I K E E Y R O U G E  
 Y L M E C K L E M B U R G A O R L D  
 K L S W K I E X G X F R A U D H L N  
 C L O D M I R R O G P Y E L A U I I  
 I D O N O V A N T H S A V A S H B O  
 W A T T H Y F E D D E R S O R T E P



cials. How many of their last names can you find and circle in what we, in a parting tribute to President Ron "Law & Order" Reagan respectfully call...

# NDRELS PUZZLE

WRITER: J. PRETE

**ALLEN, Richard**

National Security Advisor  
Resigned: Bribery

**BEGGS, James**

Chief Administrator of NASA  
Indicted: Fraud

**BURFORD, Anne**

EPA Administrator  
Resigned: Sucked up to Industrial Polluters

**CAMPBELL, Carlos**

Asst. Secretary, Commerce Dept.  
Resigned: Suspicious Dealings

**CASEY, William**

Director, CIA  
Died: Suspected of Lying to Congress

**DEAVER, Michael**

Deputy White House Chief of Staff  
Convicted: Perjury (Claimed He Was Drunk)

**DONOVAN, Raymond**

Secretary of Labor  
Indicted: Fraud (He Beat the Rap)

**FEDDERS, John**

Chief Enforcer, SEC  
Resigned: Wife Beater

**FISKE, Guy**

Deputy Secretary of Commerce  
Resigned: Shady Contracts

**GIUFFRIDA, Louis**

Director, Federal Emergency Management Agency  
Resigned: Misuse of Gov't. Property

**GRAY, Edwin**

Chairman, Federal Loan Bank Board  
Caught: Attempted Bilking of Gov't.

**HAYES, Arthur**

FDA Commissioner  
Resigned: Creative Travel Billing

**HELMS, J. Lynn**

Chief, Federal Aviation Administration

Resigned: Skeletons in His Closet

**HERNANDEZ, John W.**

Acting EPA Administrator  
Resigned: Played Footsy with Dioxin Polluters

**HILL, Robert**

Economic Development Administration Official  
Convicted: Bribery

**HORTON, John**

Asst. EPA Administrator  
Fired: Misuse of Gov't. Employees

**HUGEL, Max**

Chief of Covert Operations, CIA  
Resigned: Fraud

**LAVELLE, Rita**

Asst. Administrator for Toxic Waste, EPA  
Convicted: Perjury

**MCFARLANE, Robert**

National Security Advisor  
Pled Guilty: Contragate Mess (Attempted Suicide)

**MECKLENBURG, Marjory**

Asst. Secretary of HHS  
Resigned: Creative Writing on Travel Vouchers

**MEESE, Edwin**

U.S. Attorney General  
Resigned: Questionable Actions Too Numerous to List

**MILLER, Johnathan**

Deputy Asst. to the President  
Resigned: Contragate Fiasco

**NIMMO, Robert**

Head of Veterans Administration  
Resigned: Misuse of Gov't. Services

**NOFZIGER, Lyn**

White House Aide  
Convicted: Wedtech Scandal

**NORTH, Oliver**

National Security Council Aide  
Indicted: Contragate Debacle

**NOVICK, Matthew**

EPA Inspector General  
Fired: Misuse of Gov't. Employees

**OLSON, Theodore**

Asst. Attorney General  
Under Investigation: Obstruction of Justice

**PERRY, Robert**

EPA General Counsel  
Resigned: Improper Activities

**PETRO, J. William**

U.S. Attorney, Cleveland  
Fired & Fired: Blabbermouth

**POINDEXTER, John**

National Security Advisor  
Indicted: Contragate Abortion

**REED, Thomas C.**

White House Counselor on National Security  
Resigned: Insider Trading

**SAVAS, Emanuel**

Asst. Secretary of HUD  
Resigned: Improper Use of Gov't. Employees

**SCHROEDER, Victor**

President, Synthetic Fuels Corp.  
Resigned: Fraud

**SECORD, Richard**

Air Force Major General (ret.)  
Indicted: Fraud

**THOMPSON, Victor**

President, Synthetic Fuels Corp.  
Resigned: Violated Ethics Rules

**TODHUNTER, John**

Asst. EPA Administrator  
Resigned: Hunky Panky with Lobbyists

**VOSS, Peter**

Postal Service Governor  
Pled Guilty: Fraud, Kickbacks

**WATT, James**

Secretary of the Interior  
Resigned: Verbal Stupidity

**WICK, Charles Z.**

Director, U.S. Information Agency  
Accused: Nixon-like Bugging

**Dishonorable Mention**

**REAGAN, Ronald**

President, United States

**BUSH, George**

Vice President, United States

## ANSWER TO OUR LAST PUZZLE

Oops! Talk about eerie coincidences! The answer to the puzzle above is identical to the answer of our last puzzle in which we asked you to find the names of those people most likely to be hired in a George Bush Administration!

— The Editors

R	E	G	I	Z	F	O	N	M	C	F	A	R	L	A	N	E
E	H	I	L	I	B	H	E	S	E	L	Y	A	U	Q	E	O
T	T	O	N	Z	S	R	E	E	D	B	L	M	N	O	P	S
N	B	C	I	J	K	M	Y	S	R	E	E	D	R	O	C	E
U	A	F	M	A	E	A	R	E	I	N	N	L	Y	D	S	P
H	E	L	M	S	H	U	G	E	L	O	A	V	E	E	O	U
D	I	H	O	M	P	J	O	N	M	S	Z	F	O	O	O	O
O	C	R	O	O	K	G	L	I	F	R	I	D	A	O	S	O
T	A	P	O	R	E	D	E	R	H	C	S	E	E	Z	R	E
C	M	L	N	R	E	A	G	A	M	O	A	L	Z	N	E	T
A	P	S	H	O	S	U	R	D	O	E	V	S	E	I	T	X
S	B	L	A	V	E	L	Q	U	T	E	Q	S	A	X	E	E
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Y	L	M	E	C	K	L	E	B	G	A	O	R	L	D	N	D
K	L	S	W	K	I	E	G	X	F	R	A	D	H	L	N	N
C	L	O	D	M	R	I	R	O	G	P	Y	E	L	A	I	I
I	D	O	N	O	V	A	N	T	H	S	A	V	A	S	H	O
W	A	T	H	Y	F	E	D	D	S	O	R	T	E	P	E	P

P.S. Next Month: A special 48-page puzzle! "Find the Corrupt Pentagon Officials!"

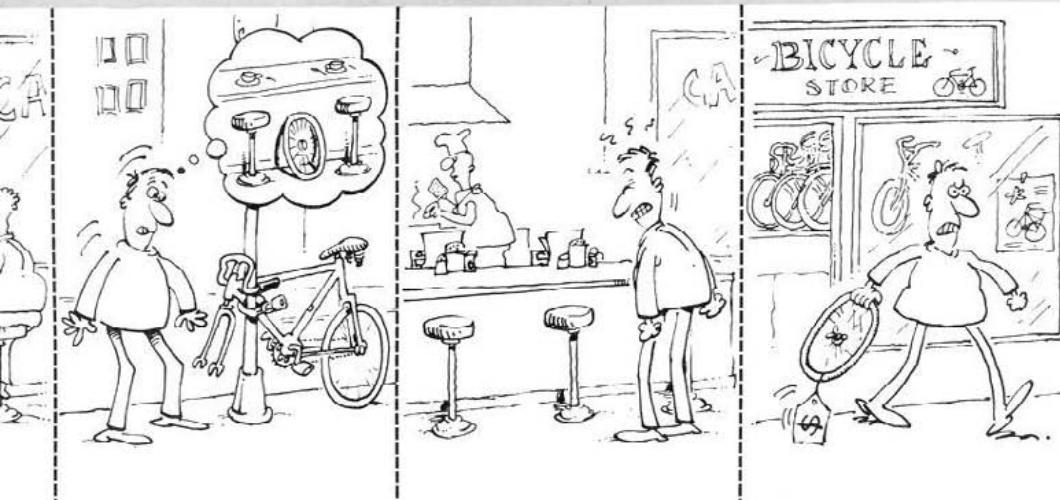
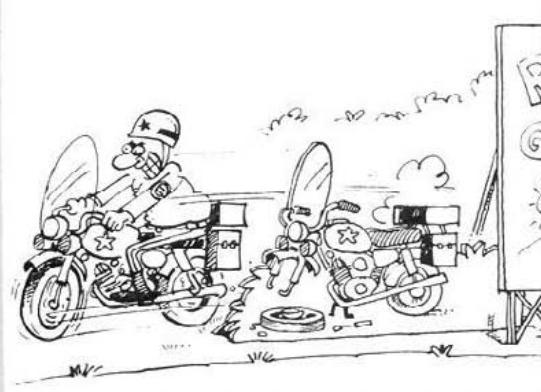
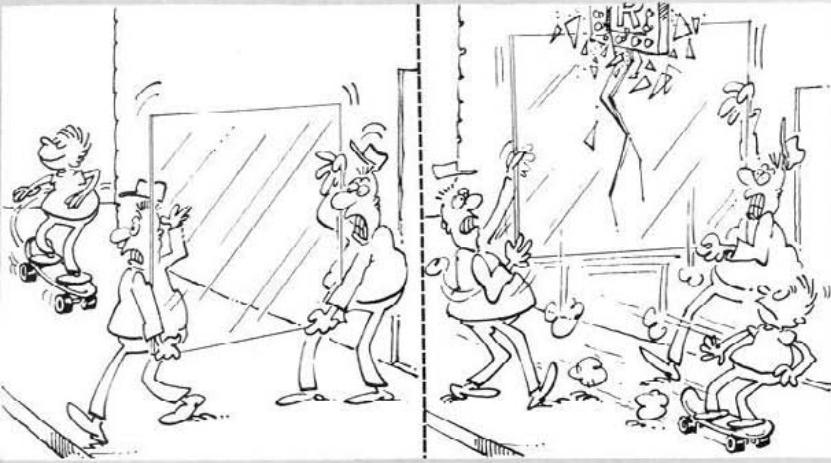
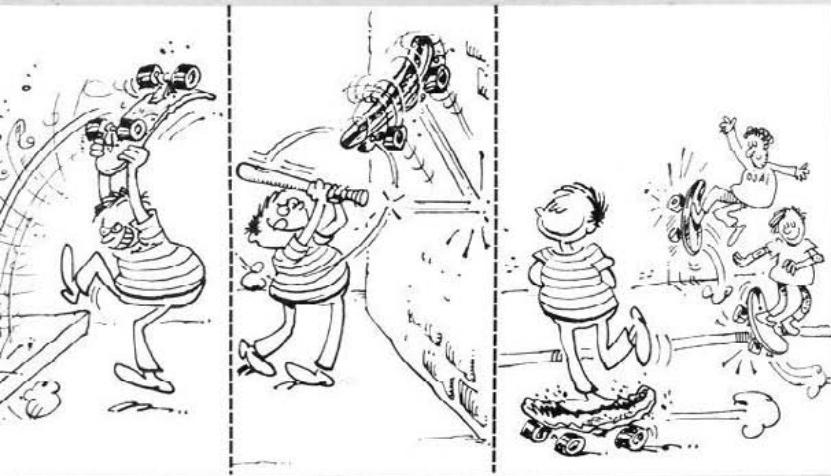


# A MAD LOOK AT



# SMALL WHEELS

ARTIST AND WRITER: SERGIO ARAGONES



ARAGONES

TOONSTRUCK DEPT.

Don't you get the uncomfortable feeling that the brainstormers in Hollywood are busy thinking up ways to cash in on the great success of "Who Framed Roger Rabbit"? How will they do this? They will make lots and lots of sequels to films, mixing Toons along with the original live actors! Daffy and Dustin? Streep and Sylvester? Yup, we can envision the fast-approaching day

ARTIST: BOB CLARKE

WRITER: STAN HART



# When ROGER RABBIT Technology Takes Over All Of Hollywood's Films

## ROXANNE TWO—NOSEY PEOPLE

*In this sequel to "Roxanne," Martin's nose isn't even in the running as he goes face to face with the all-time schnoz champ, Pinocchio. Once again, Daryl Hannah opts for size—leaving Martin in the cold. Steve's only recourse is to ask Pinocchio's father to burn the boy as kindling. In a truly touching finale, the father refuses. Karl Malden should win a "Best Supporting Nose" Oscar for his role as Pinocchio's father.*





## ◀ PRINCE IS PETER PAN

In a daring reversal of the trend of putting animated characters into live films, Prince has inserted himself into an animated film as Peter Pan. Prince engages the evil Captain Hook in an action-packed duel: it's Hook's razor-sharp sword against Prince's purse! But the agile Prince prevails and frees the Lost Boys, who he turns into a group of interior decorators and beauticians. During the course of the film, Prince also teaches Tinker Bell how to pout and mince, as well as what it means to be a woman.

## BULL DURHAM AND THE SEVEN DWARFS ▶

Minor League catcher Kevin Costner and Pitcher Tim Robbins sense that the Durham Bulls' chances for a championship are slim after they meet their new team mates: Sneezy on first, Dopey on second, Grumpy at short, Doc on third, and Sleepy, Happy, and Bashful in the outfield. Susan Sarandon continues her custom of having an affair with a new player each year. This year, she chooses Sneezy in a mind and nose-blowing finale!

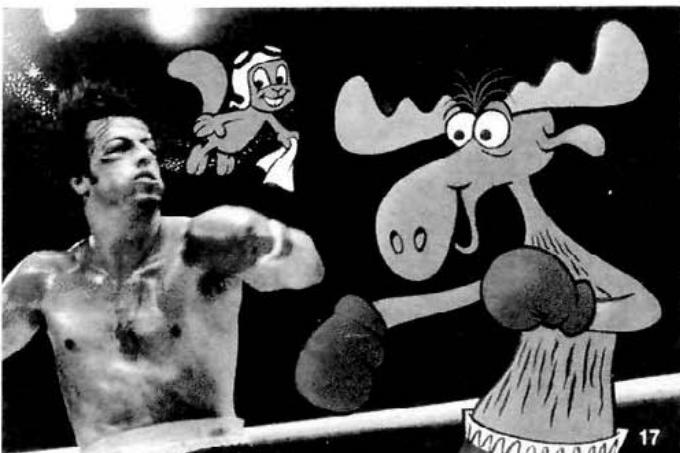


## ROCKY AND BULLWINKLE AND ROCKY VI ▶

The Italian Stallion hires Bullwinkle T. Moose as his new sparring partner and Rocky J. Squirrel as his new trainer. Everything goes along just fine until the night Balboa's wife, Adrian, gets drunk and goes to bed with the wrong Rocky. It isn't Adrian's infidelity that upsets Balboa; he's infuriated because she couldn't tell the difference! In a dream sequence, the late, great Apollo Creed advises Balboa to fill the spit bucket with the dreaded Toon-destroying "Dip" next time he fights Bullwinkle. Balboa does and douses Rocky J. Squirrel in Bullwinkle's corner, thereby TKO-ing his domestic conflict.

## ◀ THREE MEN AND A BABY HERMAN

The swinging bachelors who proved to be such schmucks when dealing with an infant girl really have their hands full with Baby Herman. At first the little tyke amuses the three oafs when he uses their after shave lotion and smokes big cigars. He soon becomes a lot less adorable when he jimmies the lock on their liquor cabinet, makes obscene phone calls and gets Steve Guttenberg's girlfriend "in trouble." But the three goofballs get their revenge when they change Baby Herman's diaper! Instead of using baby talcum powder, they substitute itching powder!



## STAR TREK 12—

### THE SEARCH FOR GEORGE AND JUDY

The Starship Enterprise picks up The Jetsons, who have been wandering through space after losing their home due to the business failure of Spacely Sprockets. While William Shatner tries to help George fight his arch competitor, Cogswell's Cogs, Leonard Nimoy has other problems—the Vulcan has fallen in love. Unfortunately it's with Rosie, the Jetson's robot maid, whose lovemaking is, at best, mechanical.



### RETURN OF ALIEN 6

In this version of "Alien," Sigourney Weaver and the spaceship crew have their hands full as they try to capture a new alien, played by the Road Runner. They can't grab the slippery invader and the spaceship starts to fall out of control because the Road Runner's speed lines are screwing up the ship's computer readout. Sigourney finally corners Road Runner, but her attempt to talk to him is drowned out by his incessant and extremely irritating "Beep Beep!" Then she gets the brilliant idea of bringing in Wile E. Coyote and letting him and Road Runner drive themselves crazy, chasing each other through the spacecraft as it heads for home.



### ARTHUR III & DUMBO

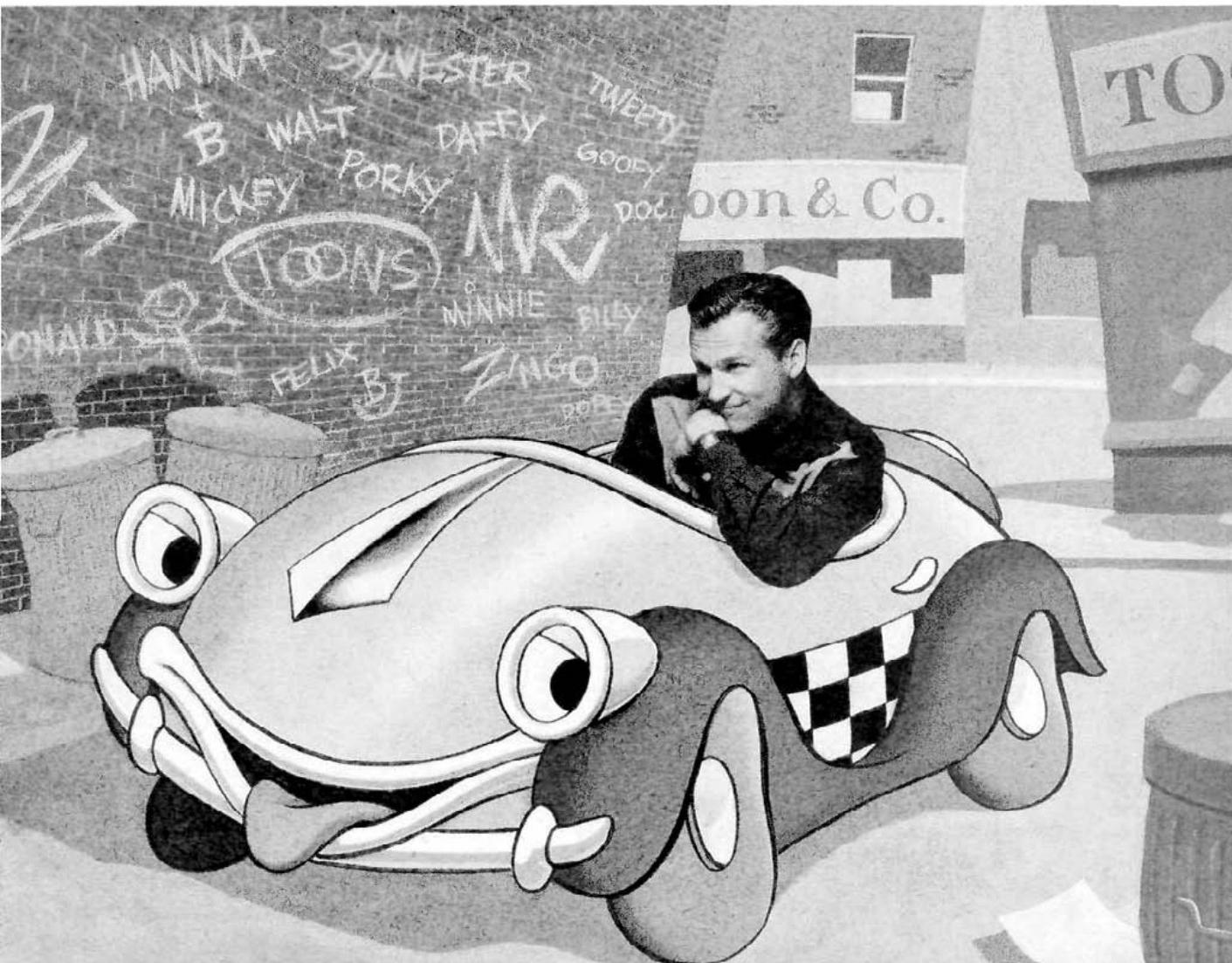
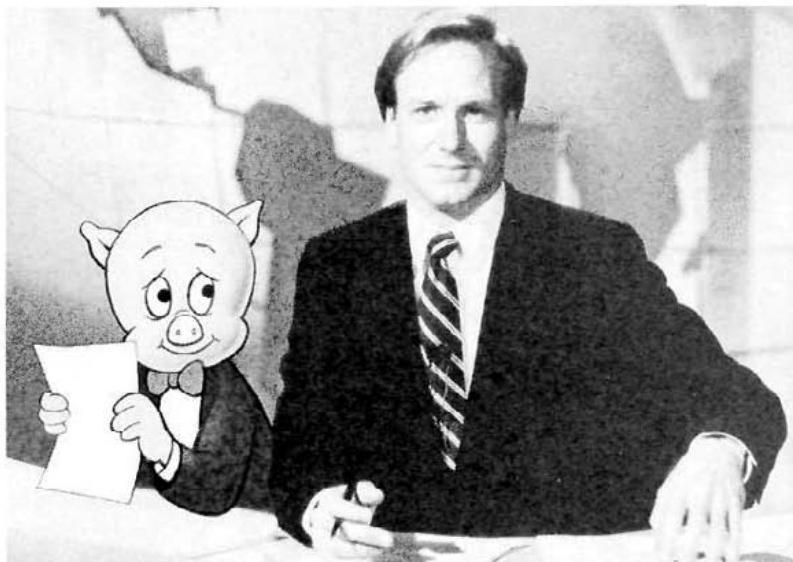
After appearing in such box office disasters as "Miki and Maude" and "Santa Claus, the Movie," Deadly Dudley Moore gets some much needed help from the lovable flying pachyderm in his latest film. Dudley still thinks the serious illness of alcoholism is a gold mine of cheap jokes. As a booze (and cliché) ridden drunk, he is about to lose Liza Minelli (who would be no great loss to anyone sober). Suddenly he sees a pink Dumbo circling over head! Fearing that the Elephant is not house-broken, Moore pledges to stop drinking and swears off any more sequels to the dreary "Arthur."

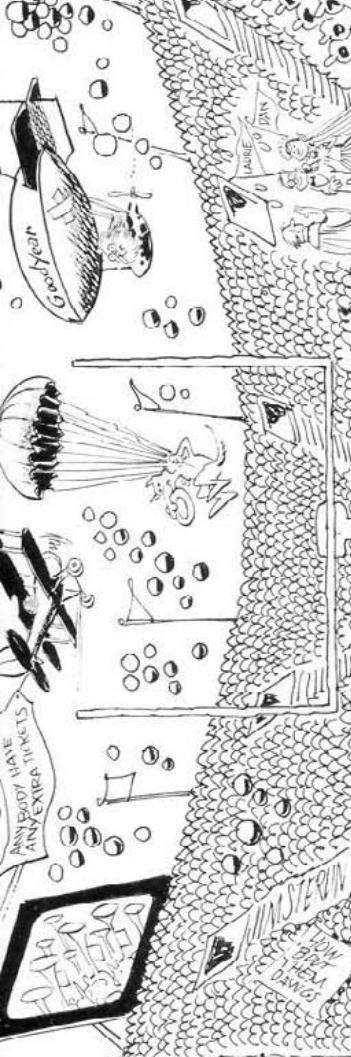
### TUCKER—A MAN AND HIS CAB

Jeff Bridges reprises his role as the hard-luck auto innovator, Preston Tucker. This time, he devises a car that stands on its rear wheels, bends around corners, makes wisecracks, shivers and sweats. But Tucker's ambitious plans to produce such a car are foiled by the Big Three—not Ford, Chrysler, and G.M.—Disney, Warner Bros. and Hanna-Barbera!

## RE-BROADCAST NEWS ►

Holly Hunter and William Hurt are paired again, but this time they work for competing networks. Because her company is an equal-opportunity employer, Holly is forced to hire Sylvester the Cat as her news anchorman, even though he sprays the camera with saliva whenever he speaks. Thinking that Holly has hired Sylvester to boost her network's ratings, Hurt tries to do her one better by employing Porky Pig. But Hurt gets into deep trouble when his new protégé makes the half-hour news run two hours and forty-five minutes because of his stuttering.





#### THE HYPE REPORT DEPT.

Okay, sports fans, load up on caffeine and put toothpicks in your eyelids! This Super Sunday, we at MAD dare you to stay awake while watching the endless hours of idiotic, mind-numbing programs revealed here in

### NBC'S SUPERBOWL PREGAME MEMO

**To: All NBC Affiliates**  
**From: Michael Weisman - Executive Producer, NBC Sports**

**Subject: Pregame Programming Schedule for  
Superbowl XXXIII, Jan. 22, 1989**

- 10:00 a.m.** Start of Super Sunday. Synchronized fanfare by trumpeters in 100 U.S. cities. (live)
- 10:15 a.m.** Blessing of Joe Robbie Stadium by priest, minister and rabbi, backed by Mormon Tabernacle Choir. (live)
- 10:45 a.m.** Effect of Nostradamus prophecies on previous Super Bowls. Interview with descendant Pierre Nostradamus in Paris. (tape)
- 11:00 a.m.** Premiere of official Super Bowl XXXIII Anthem: "Spill Out Your Guts in San Diego," sung by the Young Americans, backed by Van Halen and the Los Angeles Philharmonic. (live)
- 11:30 a.m.** Rehearsal of coin toss. (live)
- 11:35 a.m.** Highlights of coin tosses in previous Super Bowls. (tape)
- 11:50 a.m.** Documentary: "Coins Used in Previous Coin Tosses - Where Are They Now?" (film)
- 12:00 noon** Views of stadium as seen through 37 TV cameras on field, in stands, in Goodyear Blimp and from orbiting satellite. (live)
- 12:30 p.m.** Predictions of final score by celebrities. Scheduled: Pee Wee Herman, Jessica Hahn, Luciano Pavarotti, Daniel Ortega, cast of "L.A. Law." (tape)
- 1:00 p.m.** Presentation by NFL Commissioner Pete Rozelle of Hotchkiss Award to lineman producing purest urine specimen during drug-testing. (live)

- 1:30 p.m.** Panel discussion by sod experts on effect of grass length on footing of opposing cornerbacks. (tape)
- 1:50 p.m.** Test-blowing of official game whistle by referee and head linesman. (live)

- 2:00 p.m.** Highlights of Super Bowls I through XXII. (tape)
- 3:00 p.m.** Seance interview with Vince Lombardi. (live)
- 3:20 p.m.** Injury update. Special guest: Jock Itch specialist Harlow Wilferman, M.D. (live)
- 3:45 p.m.** World View of Super Bowl—Part 2. "The NFL Tradition and Its Effect on Glasnost." (tape)

- 4:00 p.m.** Entrance into stadium of Super Bowl King, Queen and entourage in charicots pulled by team of Budweiser Clydesdales. (live)

- 4:30 p.m.** Panel: Six nutritionists analyze fiber intake of Game Day breakfasts of opposing quarterbacks. (live)

- 5:00 p.m.** Opinion. Dr. Ruth Westheimer discusses effect of pre-game sex on coaching staffs. (tape)

- 5:30 p.m.** Science Report. Experts assess bio-rhythms of linebackers with predictions on performance. (live)

- 6:00 p.m.** Tour of Neepville, Ohio, boyhood home of alternate field judge Elmer Wiggins. (film)

- 6:25 p.m.** "Pigskin Hell—Anatomy of a Football" How one is made, from the slaughtering of the cow to the final stitching. (film)

- 7:00 p.m.** Introduction of teams; coin toss. (live)

- 7:25 p.m.** Slo-mo instant replay of coin toss. (tape)

- 7:45 p.m.** Reverse-angle of coin toss. (tape)

- 8:00 p.m.** Opening Kickoff. (live)

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS



**THE KING IS BLEED DEPT.**

Elvis Presley died in 1977. At least, that's what most people believe. But there's still a bunch of kooks who think he faked his death and is really alive. Not to mention the fast-buck hucksters living off the Presley legend. Which makes us ask: "What would Elvis say about all this?" Most likely, he'd pick up his guitar and sing...

**"DON**



# 'T BE FOOLED"

(sung to the tune of "Don't Be Cruel")

There's a *number* folks..are..*cal-lin'*  
(and you know it's *not..toll-free*)  
With a *tape* of some *guy..drawl-in'*,  
Who is *claim-in'* to..be..me.  
**DON'T BE FOOLED!**  
'Cause it just ain't true!

There's a *girl* in San..*Di-e-go*,  
Who's convinced that *I..ain't..dead*;  
Says I drive a *Win-ne-ba-go*  
With a *para-keet..named..Fred*.  
**DON'T BE FOOLED!**  
That's a *rip-off* too!

They're just *play-in'* with..your..head;  
*Ev'rybody..knows*  
*The King is dead!*

There's a *load* of *im-i-tat-ors*  
Comin' off as *El-vis..clones*—  
Mainly *crum-my second..rat-ers*.  
Makin' *mon-ey off..my..bones*.  
**DON'T BE FOOLED!**  
That ain't noth-in' new!

Makes no *diff-rence* how..they..sound;  
*I'm still bur-ied*  
*Six feet underground!*

There's a *book* by *an..ad-mir-er*,  
Says I live in *Mam-moth..Cave*,  
And she *swears* in..the.. "*En-quir-er*"  
*Jimmy Hoffa's in..my..grave.*  
**DON'T BE FOOLED!**  
Not a word is true!

You can tell the *tab-loid..press*,  
*The King's got no*  
*Fowarding address!*

If you *want* an *ex-plan-a-tion*  
For the *stor-les* they..*contrive*,  
Check the *rise* in..*cir-cu-la-tion*  
Ev'ry time I'm "*proved*"..a-live.  
**DON'T BE FOOLED!**  
They're all conning you!

Don't let it *break..your..heart*;  
*Where..I've..gone*  
*There's no Top Forty Chart!*

Yes, I'm *push-in'* up..the..*dai-sies*,  
But the *uproar* just..*won't..cease*,  
'Cause the *world* is *full of..cra-zies*  
Who won't *let me rest..in..peace!*  
**DON'T BE FOOLED!**  
*This I'm tellin' you!*  
**DON'T BE FOOLED!**  
*What they say ain't true!*

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS

# TOYS "R" U

## BIG DISCOUNTS! HUG SELECT



**Muttel  
JACKO-IN-THE-BOX**

Kids love to wind box until the obnoxious Australian battery pitchman pops out! Repulsive. Ages 3 1/4-3 1/2.

(One oversized Energizer battery not included)

**999**



**Kennedy  
TRANSROBONAUTS  
ACTION ASSORTMENT  
SET**

Clicks, snaps and interchanges with Technobugs, Dinotron SlimeMasters and Transrodent Reptibots to form a pile of rubble you won't know what to do with! Ages 8-8.

(Three D, twelve C, thirty-nine AA batteries not included)

**4899**

*Unintendo*  
**EXCITING UNINTENDO  
GAME CARTRIDGES**

50 titles to choose from! All basically the same game. Ages 8-death.

(Two LL batteries not included)

**5995** Each

*50  
EXCITING  
TITLES*



*Porker Brothers*  
**SUPER DELUXE  
OPERATION GAME**

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze. (Four F batteries not included)

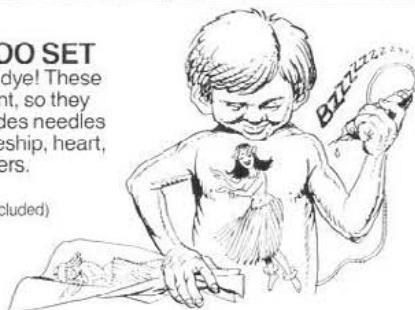
**13999**

*Wiltin' Badley*  
**JUNIOR TATTOO SET**

No paint! No ink! No dye! These tattoos are permanent, so they won't wash off! Includes needles and stencils for battleship, heart, "mom," hula girl, others. Ages 3-up.

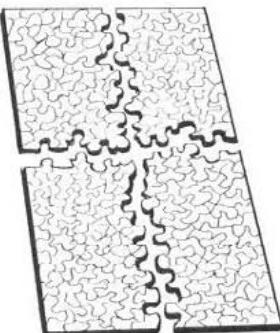
(One dry cell battery not included)

**1979**



*Ohio Aren't*  
**EASY-DOES-IT  
NO SWEAT  
JIGSAW PUZZLE**

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds. Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up. (A,E,I,O,U batteries not included)



**995**

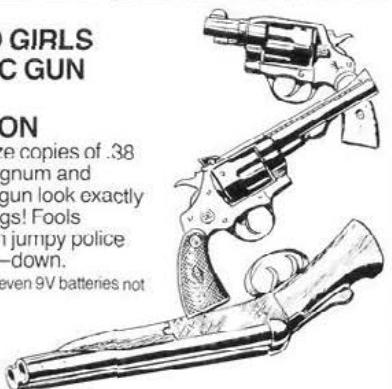
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ONS! NO GUARANTEES!

# TOYS "R" U

Remco  
**BOYS AND GIRLS  
AUTHENTIC GUN  
REPLICA  
COLLECTION**

Genuine, life-size copies of .38 Special, .44 Magnum and Sawed-off Shotgun look exactly like the real things! Fools everybody, even jumpy police officers! Ages 6-down.  
(One hundred and seven 9V batteries not included)

**118.99**



NG Toys  
**SNURF PLAY FIGURES**

All new collection of those cuddly, adorable Snurfs including Flasher, Pimp, Junkie, Mugger, others. Ages mixed-up.

(Four AC/DC batteries not included)

**6.99 Each**



Fisher-Pricey  
**QUICKSAND BOX**

Comes fully assembled. Just add water and it's ready to go! (Not recommended for children under five feet tall.) Ideal summer fun!  
Ages 2 years, 5 months, 24 days-6 years, 11 months, 3 days, 6 hours, 53 minutes, 7 seconds.  
(One A battery not included)

**78.97**



ARTIST: GEORGE WOODBRIDGE  
WRITERS: CHARLIE KADAU & JOE RAIOLA

Playskull  
**SHIFTY SHELDON  
THE CORRUPT  
ACCOUNTANT**

Computerized learning tool teaches preschoolers about tax evasion, double ledger entries and embezzling. Ages Conception-burial.  
(One car battery not included)

**219.99**



Porker Brothers  
**TRIVIAL TRIVIA**

Over 1,000 questions and answers ripped off from other trivia games better than this one!  
Ages Birth-up.  
(½ D battery not included)

**99.99**

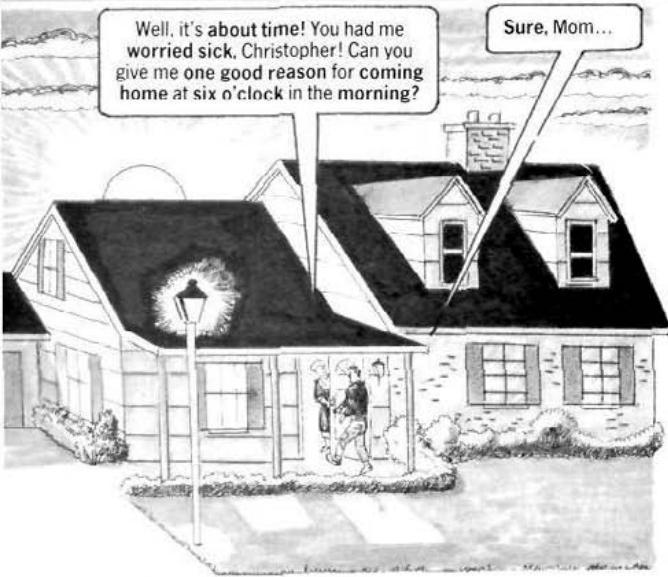


Guffy  
**GUMBO GUMBY**  
Obese, unhappy version of everyone's favorite clay figure! Unbendable. Ages 7-up.  
(Four AA batteries not included)

**28.99**

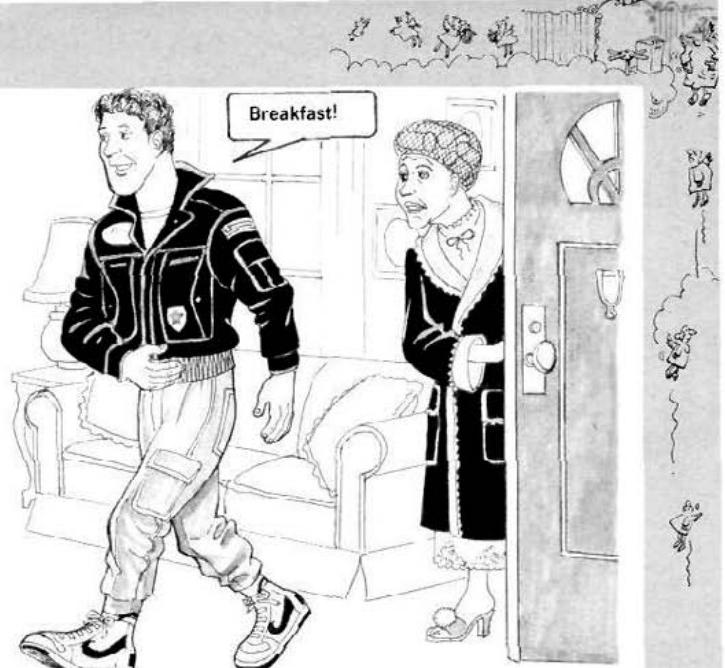


## EXPLANATIONS



Well, it's about time! You had me worried sick, Christopher! Can you give me one good reason for coming home at six o'clock in the morning?

Sure, Mom...



### BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## RELATIONSHIPS

Hi there, gorgeous! I'm David Dasch! Just so you'll know I'm not a **phony** like some of the **other guys** in this place, I'm in the midst of getting a **divorce** and I've got enough **money** and **business holdings** that my soon-to-be ex-wife doesn't know about, so I'm going to be very **comfortable** in a short while!

That's all very interesting, but why are you telling me these things?

Because you've very attractive and you look smart, and I know that **smart, attractive women** are interested in knowing such things right up front!

That's very true, Mr. Dasch! Especially a woman like me! I'm Sydelle Charney, your wife's divorce lawyer!



## FEELINGS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## ADAPTING



# CAR PHONES



# GOLF



# RELATIVITY



# EMPLOYMENT



# WISDOM



# SELF-IMPROVEMENT



## CATS



## DIETING



# THE OFFICE

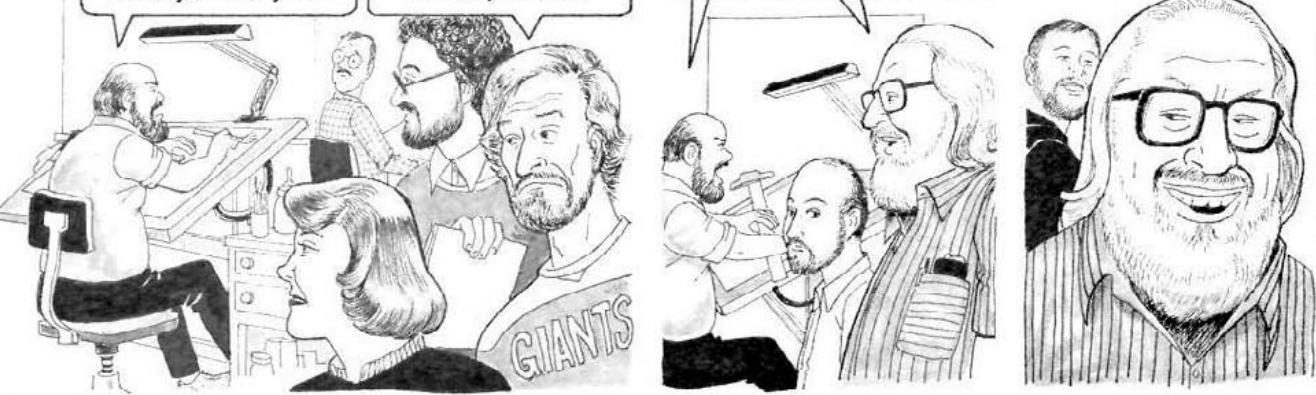
Ah-biddy-bah! Damn this lousy rubber cement! Where does Stan Cohen get this stuff? He must make it in his basement!  
Ah-biddy-bah! Biddy-Bah!

There goes Lenny running off at the mouth again! He's so darn loud, and never stops ranting and raving! Listen to that silly nonsense!

Biddy-bah!  
Biddy-bah!

That's true, but Lenny serves a very important function in this organization...

He keeps the rest of you goof-offs awake!



## ADVANCED STUDIES



## DOCTORS



**GOONSTRUCK DEPT.**

Everyone knows that the world's greatest actors are not in the movies! Nope, they're in arenas around the country! That's right, the world's greatest actors are professional wrestlers! After all, who but the very best of actors could make such a large percentage of the populace believe their preposterous routines are real? This got us to thinking. As long as Hollywood continually insists on redoing old film classics, why not hire these potential Academy Award winners for some honest work! So, join us now in a futuristic stroll down memory lane as MAD begins...

# Recasting Famous Old Movies With Today's Famous Wrestlers

ARTIST: SAM VIVIANO

WRITER: J. PRETE

## THE GODFATHER

STARRING  
**BRUNO SAMMARTINO**

Jake the Snake (*mumble*), I want you and the Killer Bees (*mumble*), to take a trip to the Heenan Family and make them an offer they can refuse!

What's wrong with Don Bruno? He's not making any sense when he talks!

He's been that way ever since the "hit"!

You mean when they rubbed out Lucca Brazzi?

Not that kind of hit! I'm talking about when Andre the Giant hit *The Godfather* on the head with a chair during their last match!

Yeah! Ever since then, Don Bruno's brain sleeps with the fishes!



# THE UNTOUCHABLES

STARRING The Honky Tonk Man, The Hart Foundation,  
Jimmy "The Mouth of the South" Hart and the Rougeaus

Wrestling is a lot like playing rock 'n roll in a band! There's a guitar, drums, and a bass all playin' together as one! I'm talkin' about teamwork!

That's right, daddy-o. teamwork! You tell 'em!

Only sometimes, some wrestlers don't understand teamwork and need to be taught a lesson! Isn't that right, Hitman?

See, if somebody messes with me, then I'm gonna mess with them! Get the picture?

Beautiful, baby, beautiful! Elvis may be gone, but you'll live forever as the greatest Intercontinental Champion of all time!



# GOOD MORNING, VIETNAM

STARRING  
Bobby "The Brain" Heenan

Good morning Monsoon and Vietnam! Okay, all you humanoids out there, listen up! What's wrong with you morons? You're getting your butts kicked all over Southeast Asia!

Read my lips—you need a new manager! Forget Westmoreland! The guy's a loser! You need an individual with smarts! You need to join the Family of Bobby Heenan! They didn't name me "The Brain" for nothing! Sign on with me and I'll send those gooks a Rude Awakening!

Then I'll send Herc to mop it up! But right now, here's Nikolai Volkoff to sing the Russian National Anthem! Stand up, Monsoon!



# NO WAY OUT

STARRING  
Nikolai Volkoff AND Slick



Now let me get this straight, Mister Secretary of State! You say that a Russian spy named "Uri" has infiltrated the Pentagon?

Correct! We need someone above suspicion to expose him! We have no idea who Uri can be!

Well, look no further, Jack! My man Nikolai is the cat to catch this rat!

Really? Have you had any personal experiences with Russians Nikolai?

Yes, Comrade...er...Mr. Secretary! The night my partner Boris Zukoff and I, Nikolai, crushed that dog Hulk Hogan, we celebrated with famous Russian drink—the Moscow Massacre! Is one part Russian vodka, two parts Russian dressing!

Excellent! Your credentials are obviously above reproach! I have a gut instinct you're the perfect man for this job! If there's a Russian anywhere in the Pentagon, I'm sure you'll find him. Mr. Volkoff!



# TRADING PLACES

STARRING JESSE "THE BODY" VENTURA, VINCE McMAHON,  
Ted "The Million Dollar Man" DiBiase AND THE JUNK YARD DOG

Say, can you help a poor wrestler who's recovering from when Grog "The Hammer" Valentine did him in with a Figure Four Leglock?

I'll bet you a dollar I can concoct a crazy scenario that will turn the good guy Junk Yard Dog into a bad guy the fans will hate, while, at the same time, turning the hated Million Dollar Man into a good guy fans adore! All in one week!

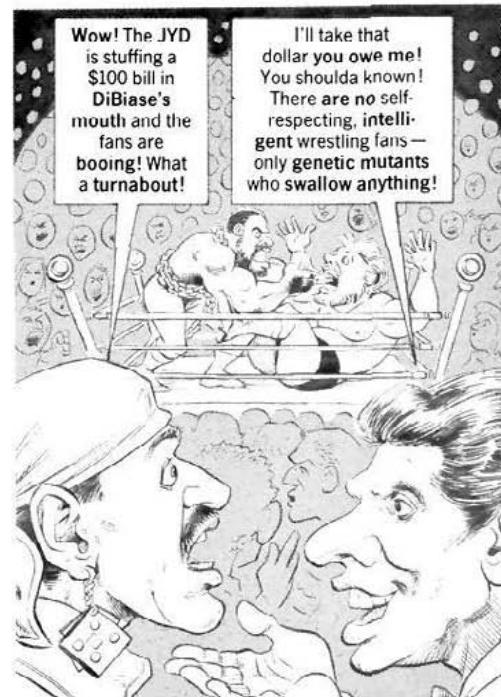
Forget it! No self-respecting, intelligent wrestling fan will believe it!

I'm talking "buy it," not "believe it!" As long as they spend \$15 on a pay-per-view, who cares what they believe!

It's a bet, McMahon!

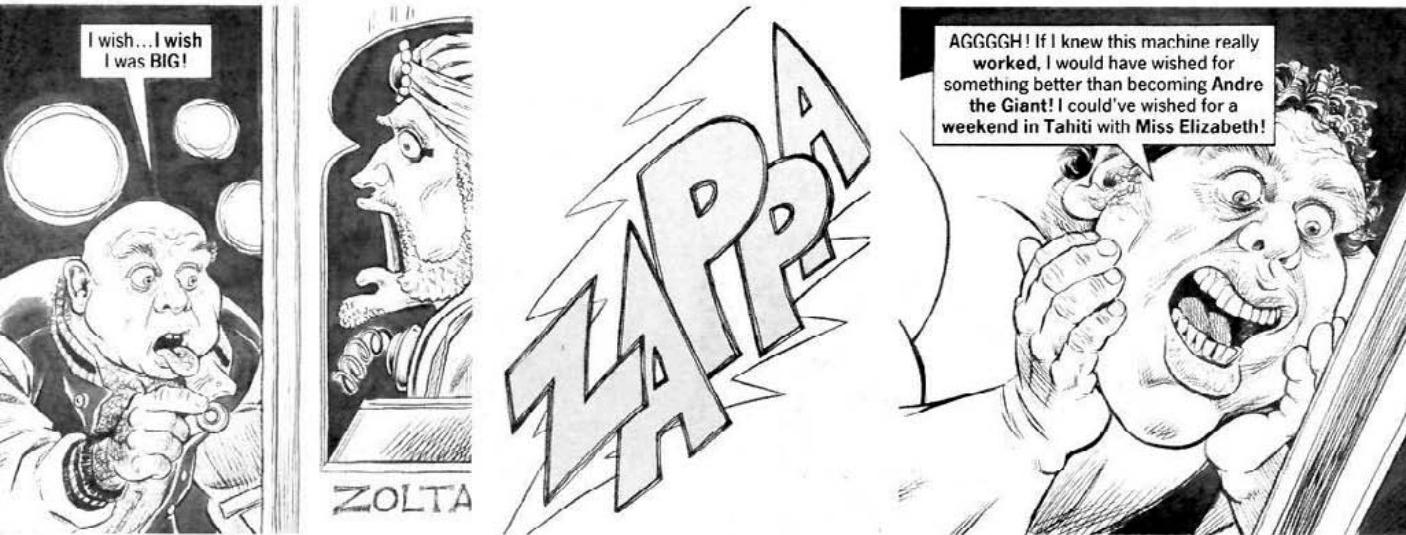
Wow! The JYD is stuffing a \$100 bill in DiBiase's mouth and the fans are booing! What a turnaround!

I'll take that dollar you owe me! You shoulda known! There are no self-respecting, intelligent wrestling fans—only genetic mutants who swallow anything!



# BIG

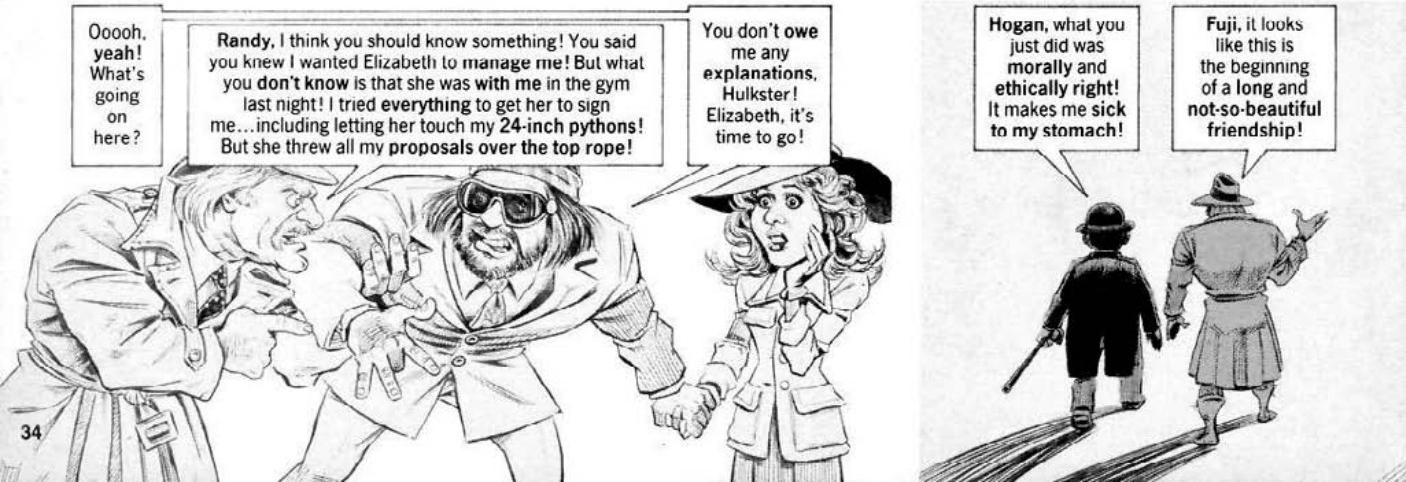
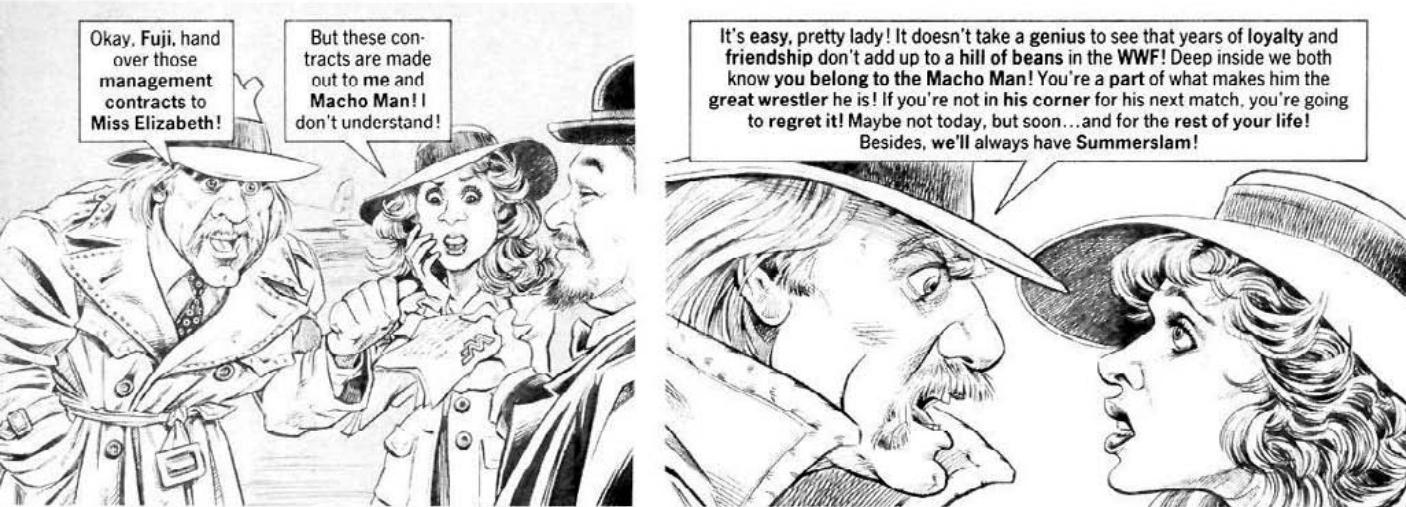
STARRING  
GEORGE "THE ANIMAL" STEELE



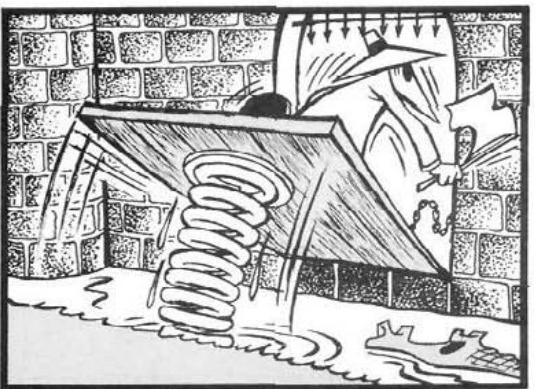
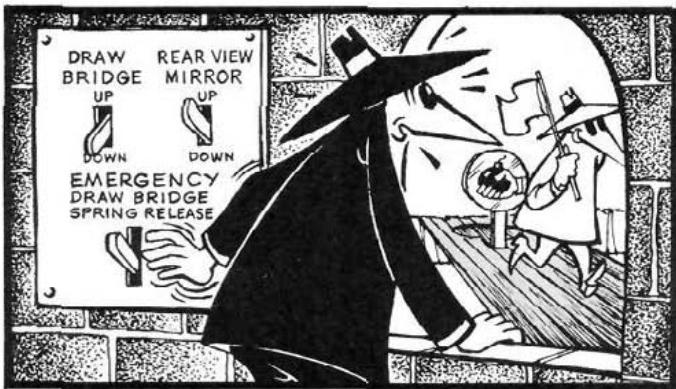
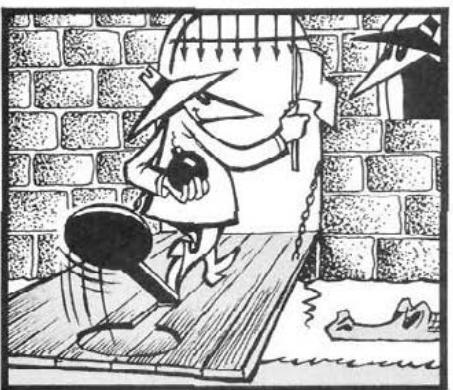
AGGGGH! If I knew this machine really worked, I would have wished for something better than becoming Andre the Giant! I could've wished for a weekend in Tahiti with Miss Elizabeth!

## CASABLANCA

STARRING Hulk Hogan, Randy "Macho Man" Savage,  
Miss Elizabeth and Mr. Fuji



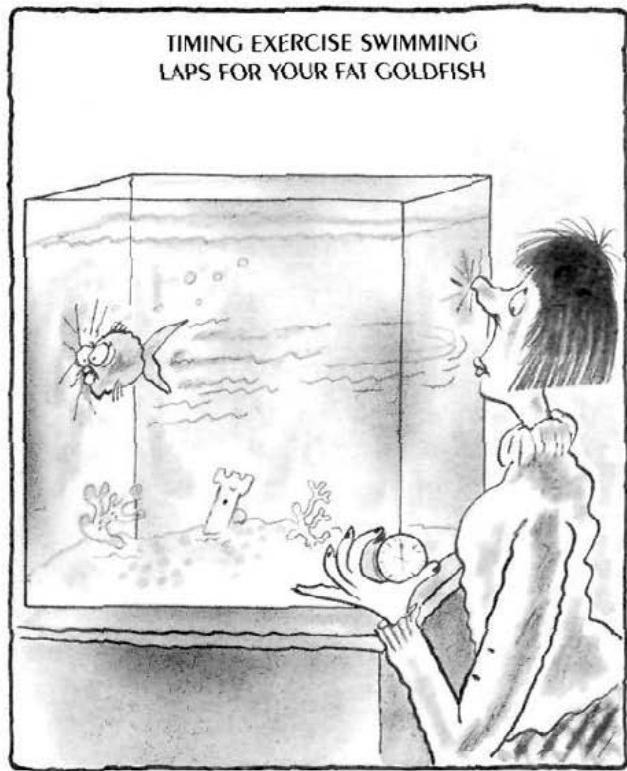
# SPY vs SPY



TRAINING A CLAM TO DO "STUPID PET TRICKS"



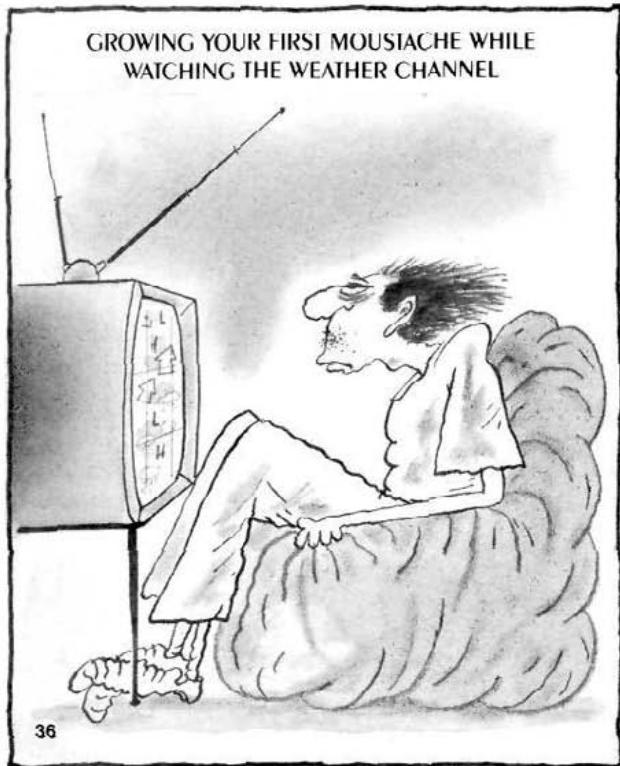
TIMING EXERCISE SWIMMING LAPS FOR YOUR FAT GOLDFISH



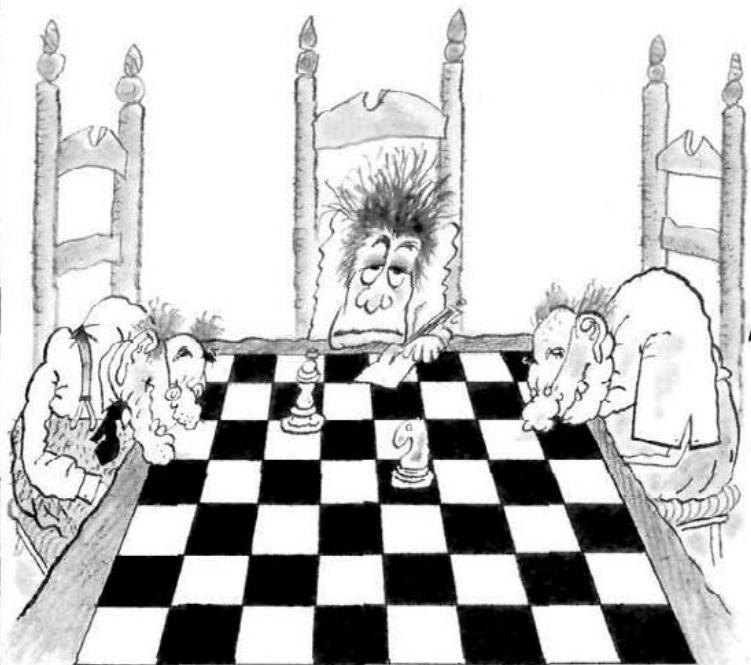
A BOUQUET OF YAWNING GLORIES DEPT.

## Some CLASSIC EXAMPLES of

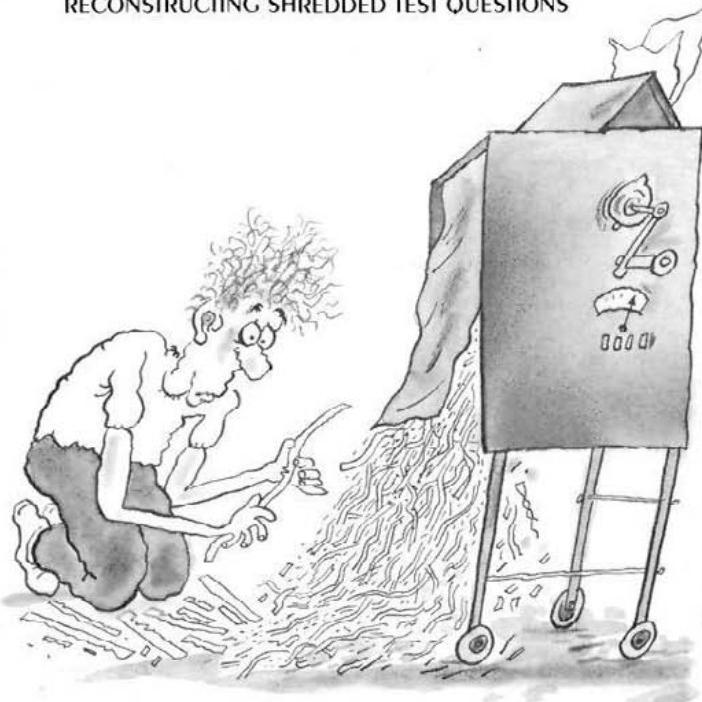
GROWING YOUR FIRST MOUSTACHE WHILE WATCHING THE WEATHER CHANNEL



SCORE-KEEPING A SENIOR CITIZEN CHESS TOURNAMENT



RECONSTRUCTING SHREDDED TEST QUESTIONS



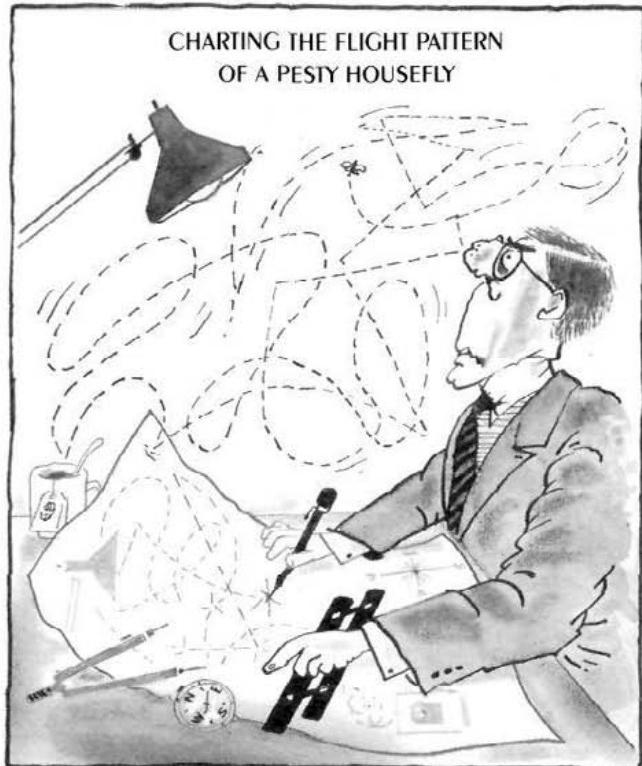
ANSWERING ALL YOUR JUNK MAIL  
IN CALLIGRAPHIC SHORTHAND



# WORLD CLASS BOREDOM

ARTIST AND WRITER: PAUL PETER PORGES

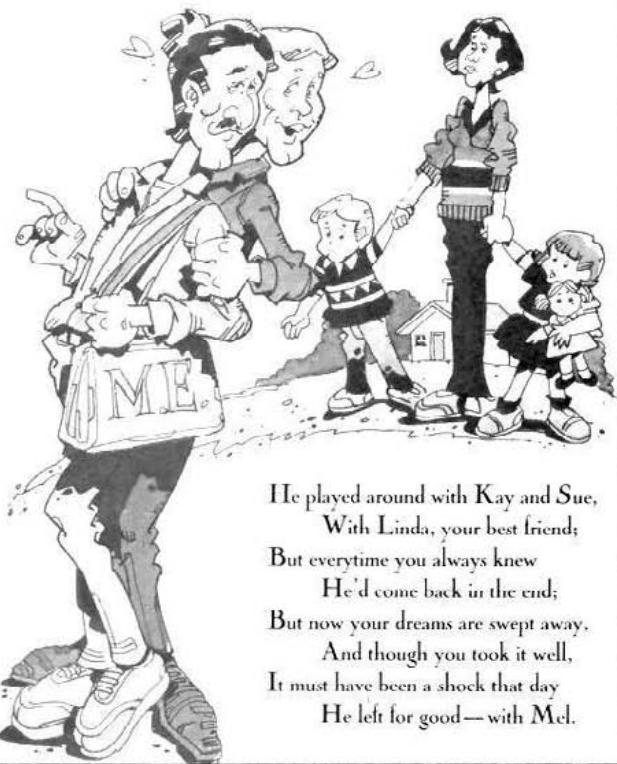
CHARTING THE FLIGHT PATTERN  
OF A PESTY HOUSEFLY



TEACHING YOUR PARAKEET IRREGULAR FRENCH VRBS



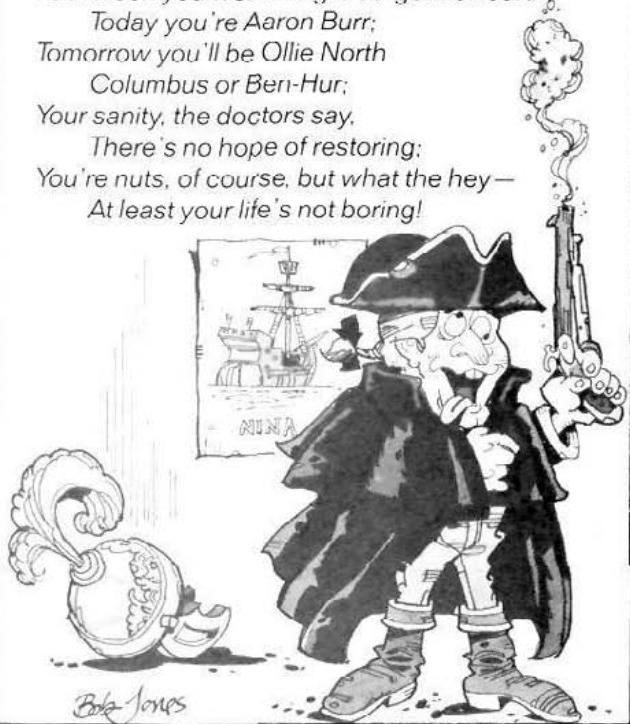
## To a Deserted Wife



He played around with Kay and Sue,  
With Linda, your best friend;  
But everytime you always knew  
He'd come back in the end;  
But now your dreams are swept away,  
And though you took it well,  
It must have been a shock that day  
He left for good—with Mel.

## To a Man Who's Been Institutionalized

Last week you were King George the Fourth,  
Today you're Aaron Burr;  
Tomorrow you'll be Ollie North  
Columbus or Ben-Hur;  
Your sanity, the doctors say.  
There's no hope of restoring:  
You're nuts, of course, but what the hey—  
At least your life's not boring!



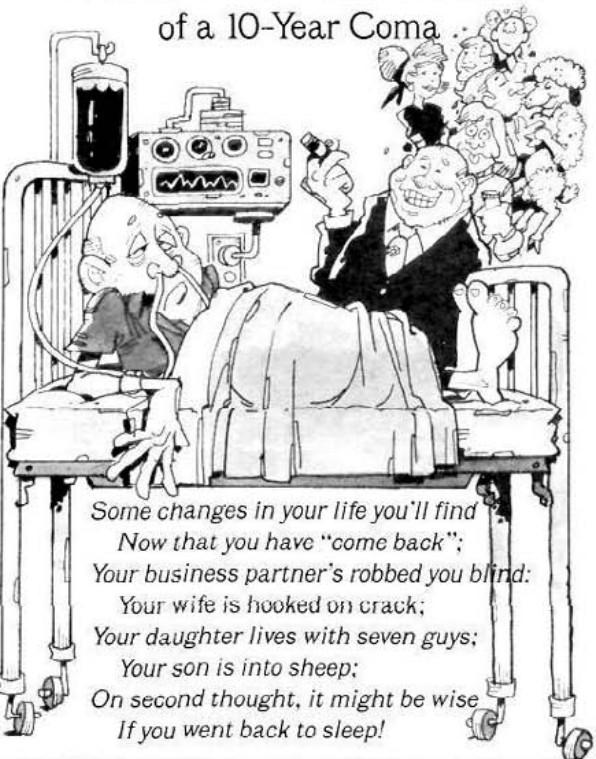
## FRANK ON A ROLL DEPT.

The biggest problem in buying greeting cards  
is finding one that salutes an extraordinary

# GREETIN For Very, Special C

ARTIST: BOB JONES

## To a Man Who's Just Come Out of a 10-Year Coma



Some changes in your life you'll find  
Now that you have "come back";  
Your business partner's robbed you blind;  
Your wife is hooked on crack;  
Your daughter lives with seven guys;  
Your son is into sheep;  
On second thought, it might be wise  
If you went back to sleep!



occasion. Such cards simply don't exist. At least till now. Which is our way of introducing

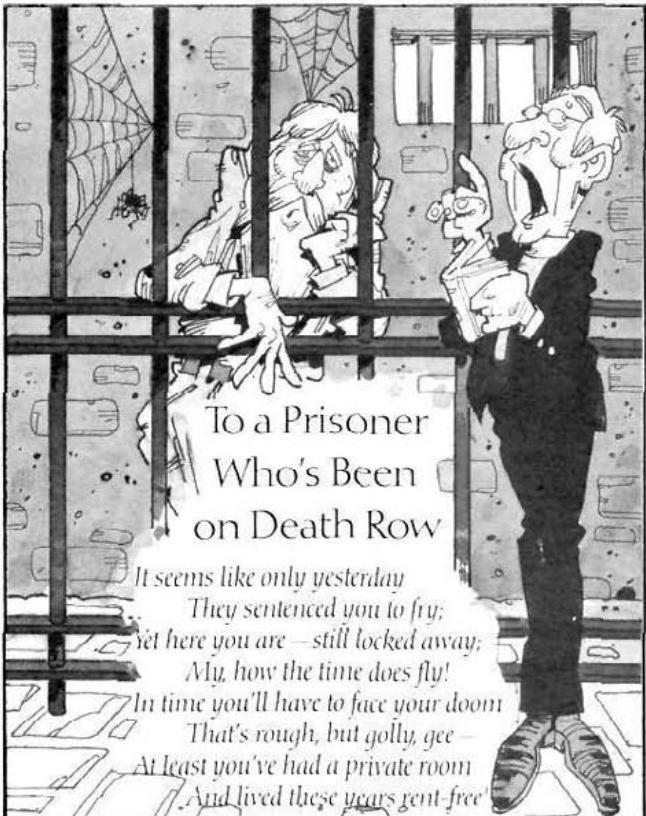
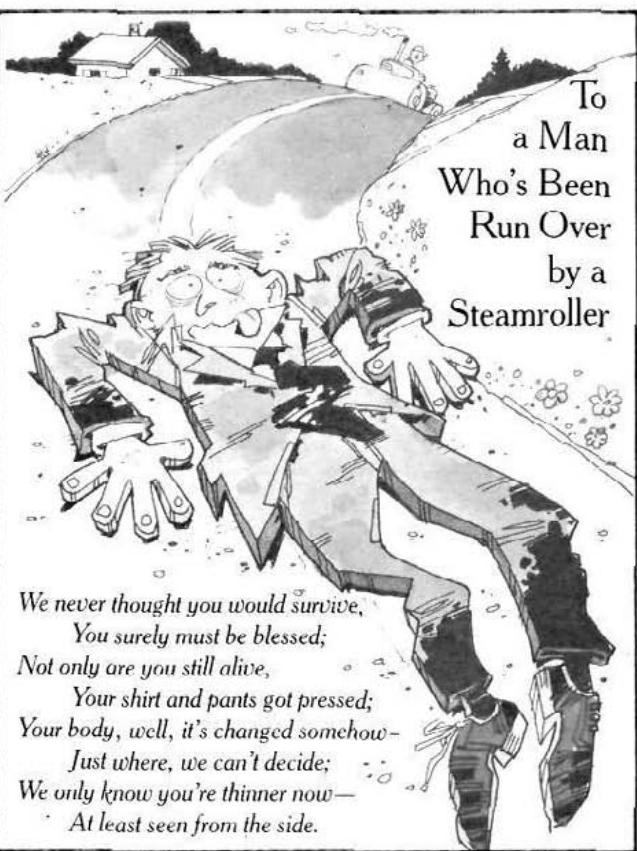
# G CARDS or Very Occasions

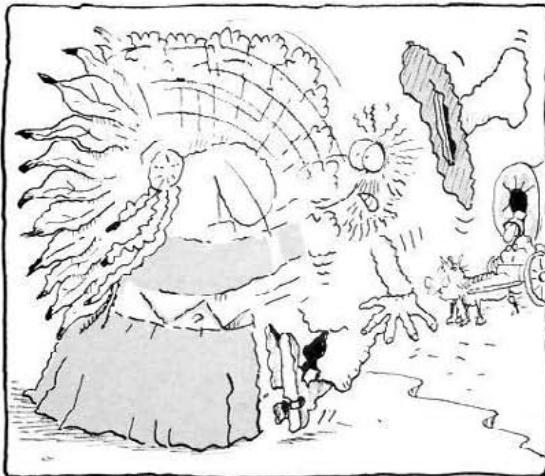
IDEA: JEFFREY L. COHEN

WRITER: FRANK JACOBS

## To Someone Blackballed By an Exclusive Club

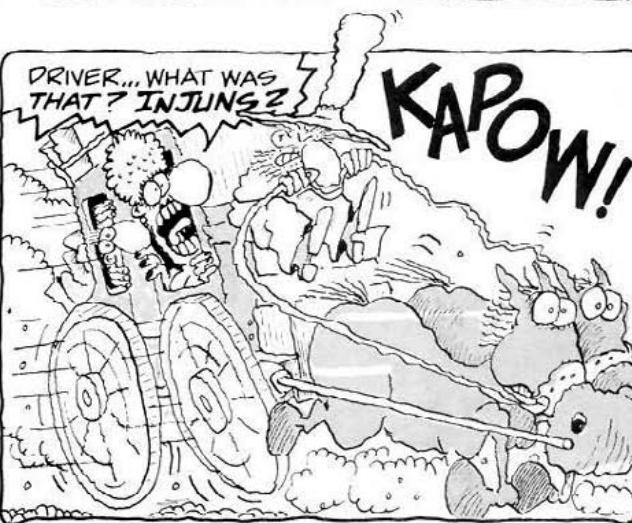
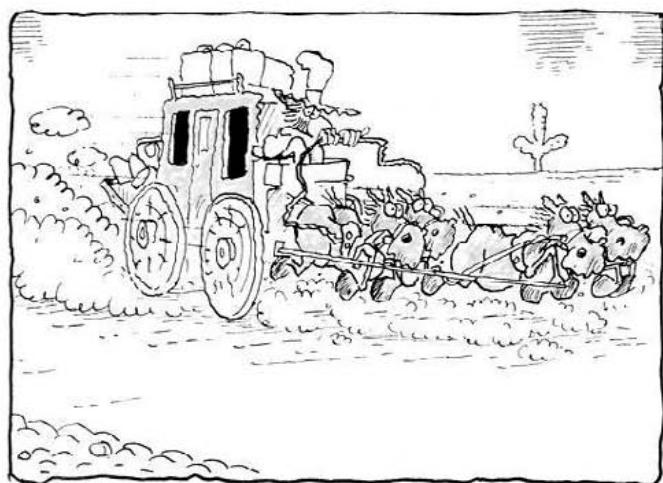
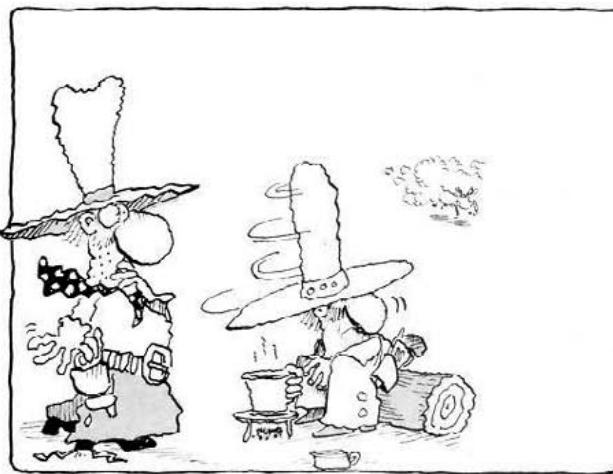
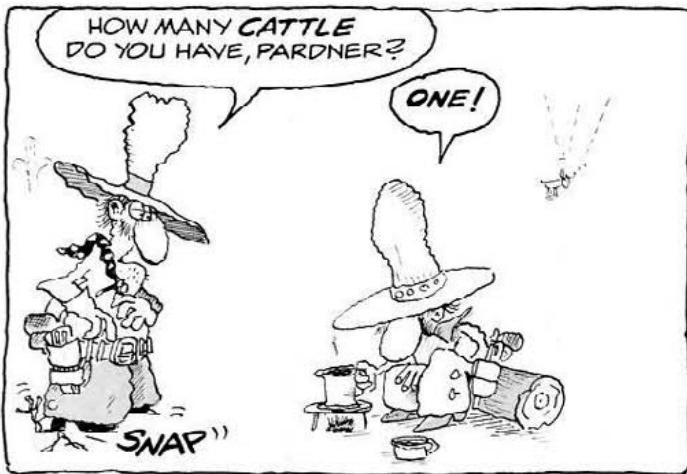
*The hope that once so brightly burned  
Is now a dying ember;  
Because, to your despair, you've learned  
You'll never be a member;  
'Twas not your sex or faith or race  
Or politics that banned you;  
It just so happens in your case  
That no one there can stand you.*





HOME ON THE STRANGE DEPT.

# DUCK EDWING MOSEY'S



WHAT DID HE SAY,  
ZEKE?

NO!

WATERBEDS  
FACTORY

GOTCHA!

NOW GET IT STRAIGHT  
THIS TIME! I ROB THE  
BANK, YOU TIE UP  
THE HORSES!

BANK

GAL OOP  
GAL OOP

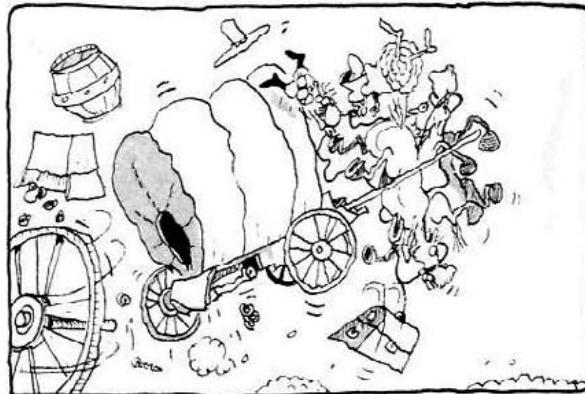
# OUT WEST

## STAMPEDE!

NAH, YOU CAN RELAX!  
IT WAS JUST A BLOW-OUT  
ON THE RIGHT FRONT  
HORSE!

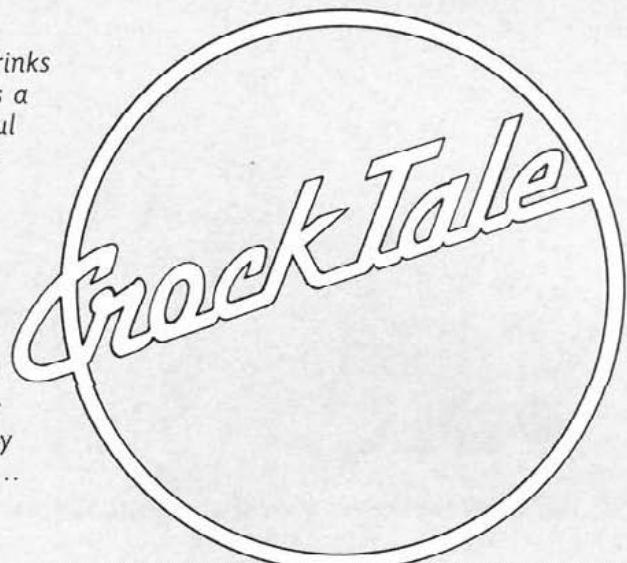
FWEEEEEE!

ARTIST AND WRITER: DUCK EDWING



**SWIZZLE-SCHTICK DEPT.**

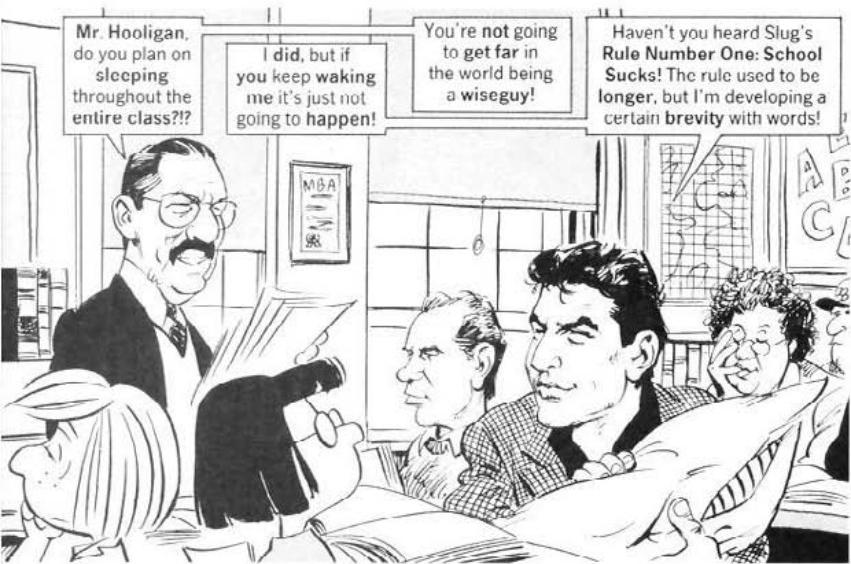
Imagine a movie where everyone drinks like a fish, but no one ever suffers a hangover, has liver disease or a fistful of D.W.I. offenses. Imagine a movie where the only way to succeed in business is to get tossed out of business school. Imagine a movie where you can treat women as pieces of meat, skate through life on your good looks and still wind up living happily ever after. Sound like a load of Hollywood bull? That's what we thought, too. Which is why we're calling this recent movie hit a...



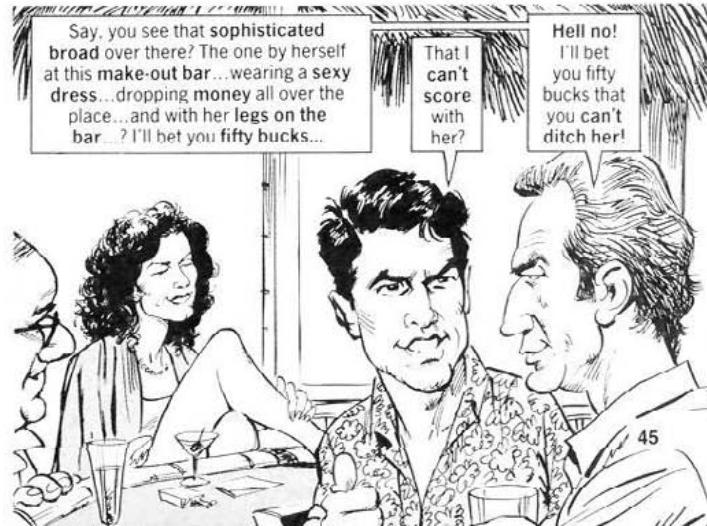
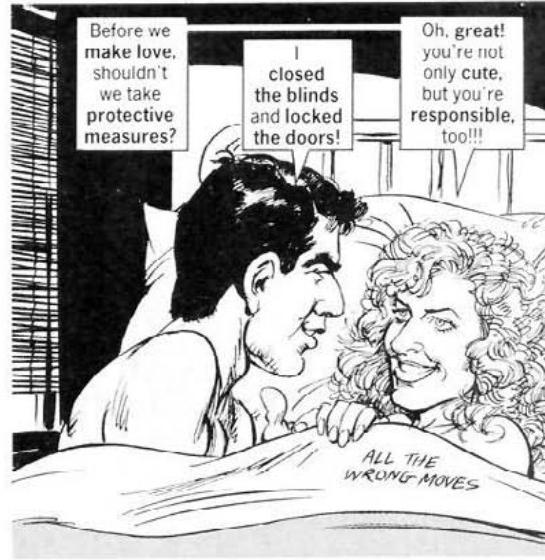
ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

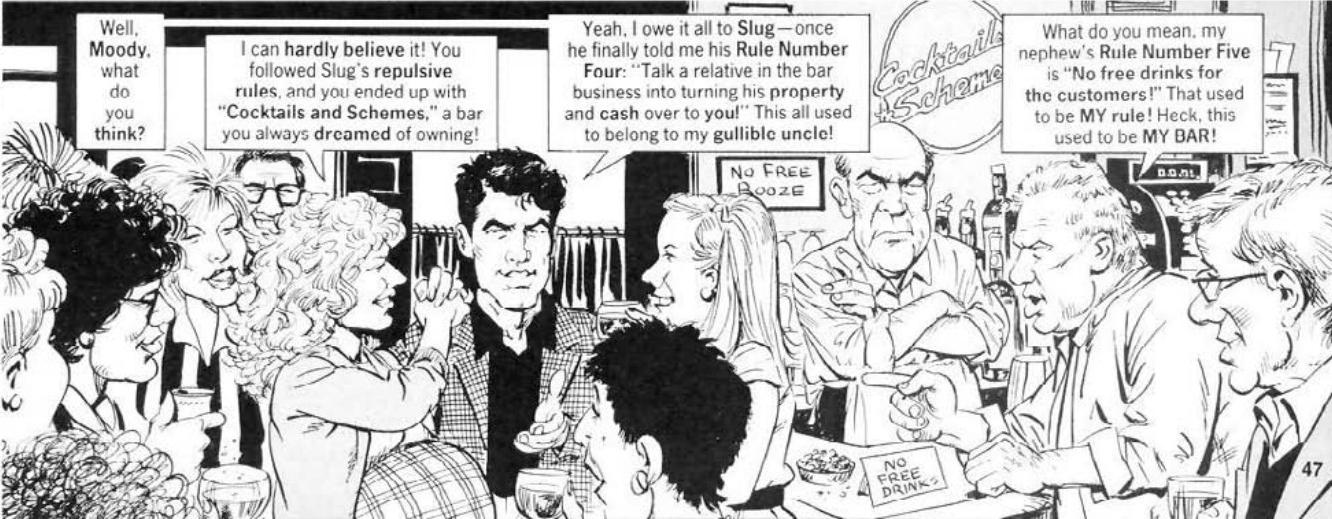
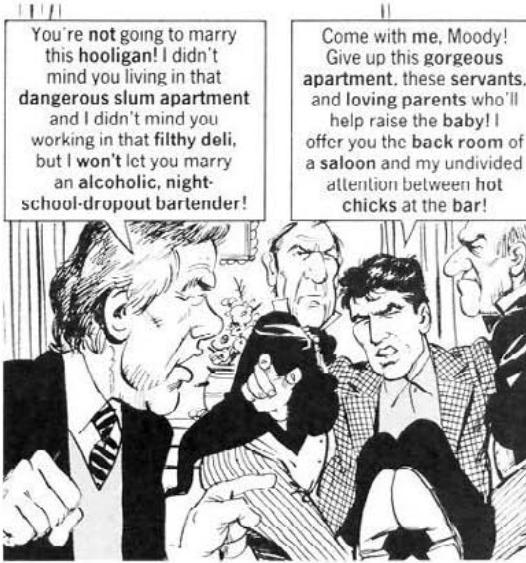




## Somewhere in Jamaica...







# DRAMA ON PAGE 48

YA KNOW, EDDIE.... SOMETIMES  
I THINK WE GOT IT BAD... THEN  
I THINK ABOUT CHARLEY!

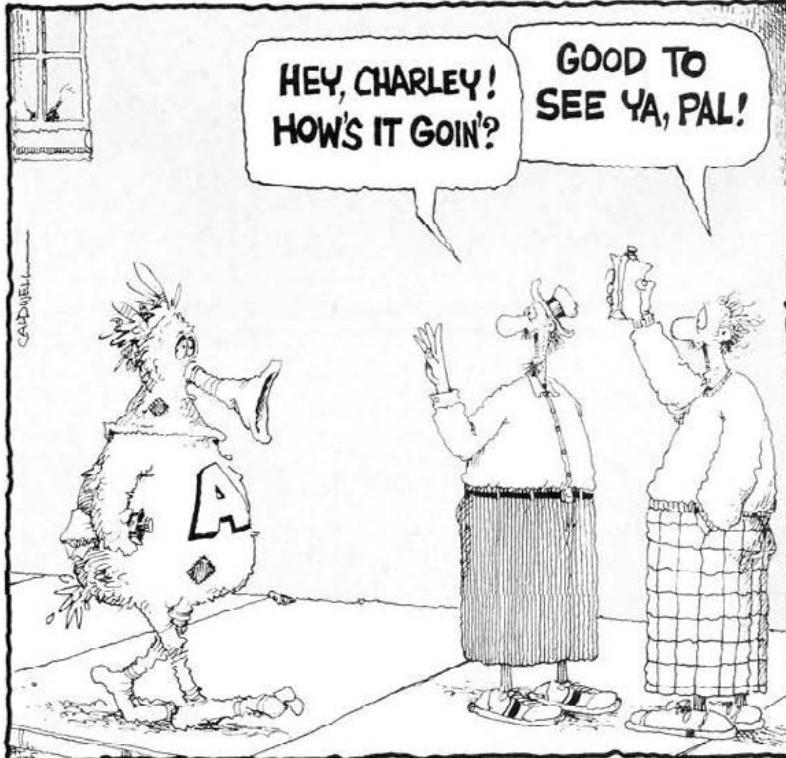
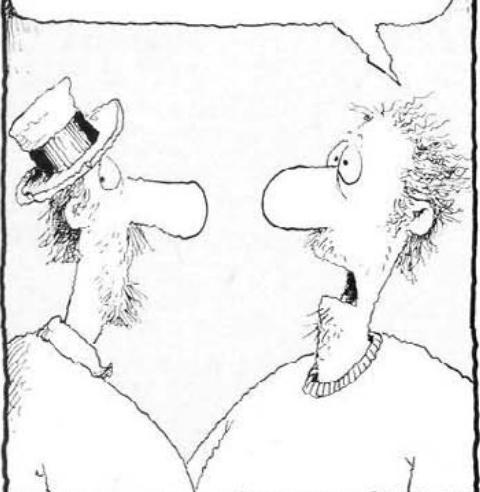
YEAH... **BASEBALL** WAS HIS LIFE...  
HE MADE THE **BIG MONEY, FAST CARS,**  
**LOTSA DAMES...** THEN, ONE DAY HE  
HIT THE SKIDS..... **LOST IT ALL!**



YEAH, IT'S - **HEY!** HERE  
HE COMES NOW... WHATEVER  
YOU DO, **DON'T** BRING UP  
**BASEBALL**... HE DOESN'T  
LIKE TO BE REMINDED!

HEY, CHARLEY!  
HOW'S IT GOIN'?

GOOD TO  
SEE YA, PAL!



WHAT'S  
THE WORST  
POISON  
SPEWING  
OUT OF  
DOWNEY JR.'S  
BIG MOUTH?

# HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN



FOLD PAGE OVER LIKE THIS

TO FIND OUT WHAT MOST ODIOUS THING SPEWS  
OUT OF MORTON DOWNEY JR.'S MOTOR MOUTH,  
SIMPLY FOLD PAGE IN AS SHOWN AT RIGHT.

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD SO "A" MEETS "B"



TO JUDGE BY HIS RATINGS, DOWNEY IS A HUGE SUCCESS. BUT MILLIONS OF CITIZENS SEE ONLY A LOUDMOUTHED SHOWMAN WHO LOVES TO STIR UP GARBAGE AND EXHIBIT BAD TASTE. EVERY PROGRAM BRINGS OUT TOILET HUMOR, SEXISM, RACISM, ETC. MANY SENSITIVE VIEWERS WHO HATE SMUT SAY THEY'LL BOYCOTT SPONSORS AND HOPE THE SHOW GOES BROKE.

A ►

◀ B

OUR PLEDGE  
TO YOU:

If your parents don't buy you what  
you want, start kicking and  
screaming at the top of your lungs.  
Then they'll buy you anything. We  
promise!

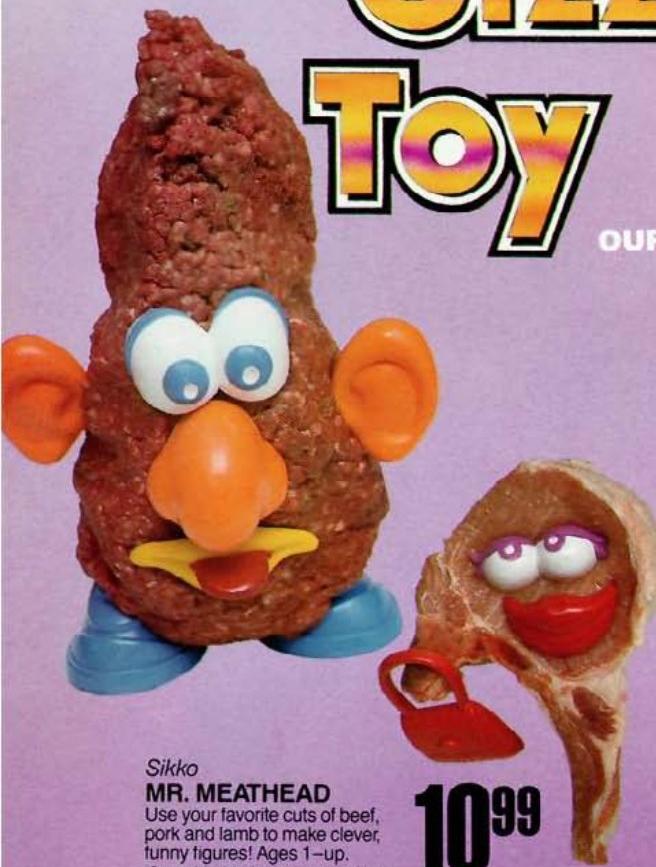
Iggy  
The  
Iguana

# TOYS "R" U

THE WORLD'S GREEDIEST TOY STORE

## Sizzling Hot Toy Savings!

OUR PRICES AREN'T AS HIGH AS USUAL!



**10<sup>99</sup>**

Sikko

**MR. MEATHEAD**

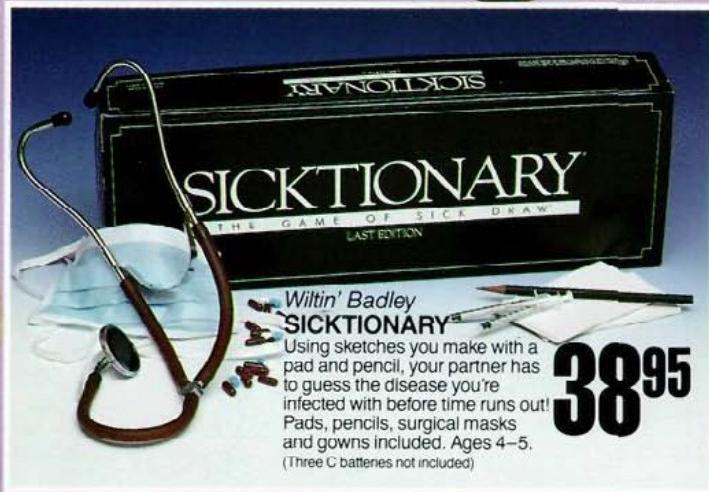
Use your favorite cuts of beef,  
pork and lamb to make clever,  
funny figures! Ages 1-up.  
(Seven AAAAAAA batteries not included)

Muttel

**BAG LADY BARBIE**

Now, like millions of real people,  
this new Barbie model is  
neglected by the federal  
government too! Comes  
complete with cardboard box  
shelter. Shopping cart, old  
newspapers and rags sold  
separately. And don't forget Bag  
Lady Barbie's companion, Wino  
Ken! Ages 2-up.  
(Two DD batteries not included)

**12<sup>99</sup>**



Wiltin' Badley  
**SICKTIONARY**

Using sketches you make with a  
pad and pencil, your partner has  
to guess the disease you're  
infected with before time runs out!  
Pads, pencils, surgical masks  
and gowns included. Ages 4-5.  
(Three C batteries not included)

**38<sup>95</sup>**



**37<sup>98</sup>**

Includes Mike Scott baseball

WE ACCEPT:



FOR MORE TOY BARGAINS TURN TO PAGE 24!